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September 15, 1938

BROADCASTING

Vol. 15 • No. 6

Broadcast Advertising

SEPTEMBER 15, 1938
WASHINGTON, D. C.

Foreign
$4.00 the Year

.00 the Year
the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in ebruary

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

RECEIVED
MAR 3 1939
MIAMI UNIVERSITY
LIBRARY

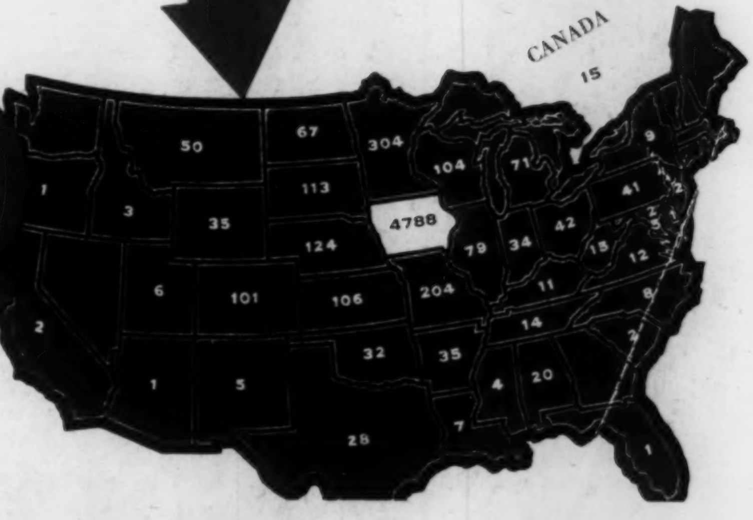
Bill Brown gets "Iowa PLUS"
THREE announcements on his SPORTS REVIEW PULL 6,504 RETURNS!

EACH night at 9:15 during the summer, Bill Brown, WHO's sports authority, goes on the air to give Mid-West listeners the current sports news. On *three* of these broadcasts in June, he inserted a *short announcement* offering a Sinclair Oil Company road map of the U. S. to anyone who would ask for it.

The response tells the story of WHO's summer coverage. A total of 6,504 requests were received—
—from Iowa came 4,788 or 73½% of the total
—from the "plus" of "Iowa PLUS" came 1,716 or 26½% of the total (in spite of summer-time atmospheric disturbances).

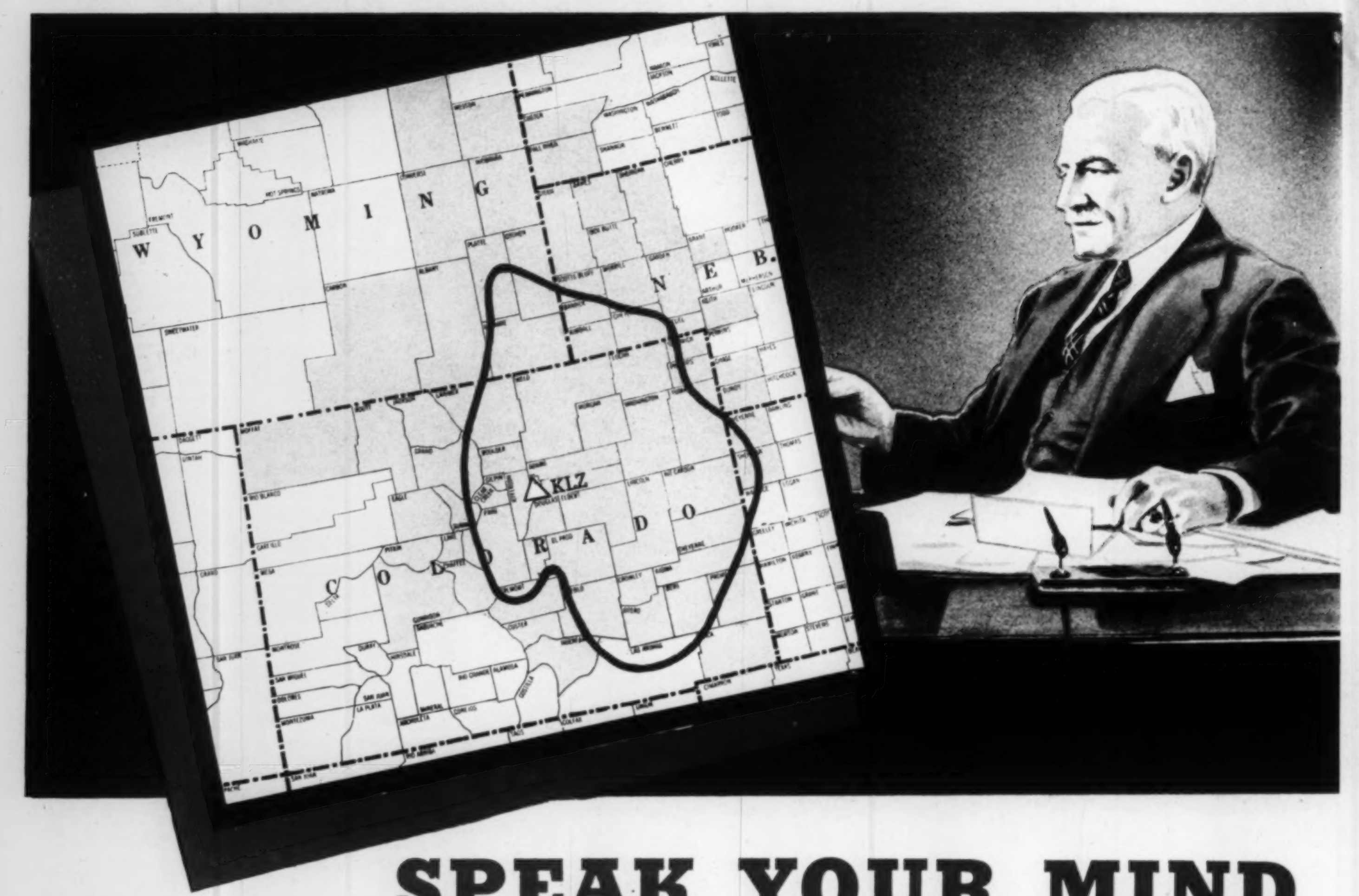
In this instance, the "plus" of "IOWA PLUS" meant an average of 44 requests from each of 39 *other* states. (Yes, and the cost for the 6,504 requests was slightly less than 6c per inquiry!)

That's the story. You can draw your own conclusions. If you decide *you* want MORE RESULTS from radio in the Mid-West, we'll carry your message into *most* of the radio homes in Iowa—plus *thousands* of others in "Iowa Plus".



WHO
FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., REPRESENTATIVES



〜 0.5 millivolt line (daytime)

☐ CBS Primary Listening Area (daytime)

SPEAK YOUR MIND

Demand and Get Actual Station Coverage Data of the Denver-Rocky Mountain Region!

How do you like to have your station coverage data presented?

KLZ provides two thoroughly reliable and accepted methods of station coverage measurements. For those who prefer to think in terms of listeners' response there's the CBS 4th Listening Area Study. More technical minded buyers find areas established by field strength measurements more to their liking. Take your choice, KLZ has both with separate daytime and nighttime coverage areas.

Where people listen to KLZ and these areas indicate where they do—KLZ is the livest, most interesting station to listen to. A program structure that's just a jump ahead with a direct appeal to all classes makes KLZ the most listened to and most talked about station within the area which it serves.

Denver merchants know of KLZ's broad coverage and enthusiastic efforts to play to the Rocky Mountain region's biggest audience. They, along with a dozen new network and national sponsors, in addition to renewal of practically all of past year give significance to the statement that KLZ is the most effective, economical medium for advertisers in the Denver-Rocky Mountain region.

KLZ *Denver*

560 Kc.

UNDER AFFILIATED MANAGEMENT WITH WKY — OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING CO. — REPRESENTED BY THE KATZ AGENCY, INC.

Neighbor-to-Neighbor Contacts with New England's Local Stations

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

SIXTEEN *local* stations, each enjoying the friendship and confidence of the people in its vicinity, comprise The Colonial Network.

Each station is *established* and closely identified with the interests and affairs of its community; *hence each station is associated with its service area in a bond of neighborliness.*

The locality of these stations is of vital importance in connection with coverage of the New England market. As shown by the stations listed, the network reaches major trading areas from southern Connecticut to northern Maine, covering more sales territory than you can reach through any other network at such low cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THE MOST SOUGHT-AFTER GIRL IN THE WORLD . . . WORKS FOR CBS

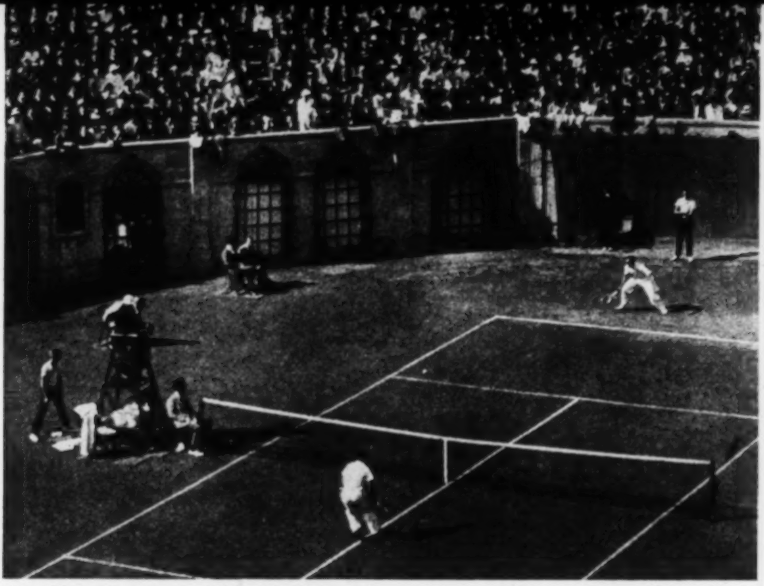
Who is she? Annie Oakley, of course — the "free-ticket" girl.★ This has been the best year in history for getting *Annie Oakleys* to sports events. It should have been the worst, since sports are now enjoying their greatest *paid* audiences. But Annie is getting more front-row seats for more people than ever before. *How*—and for *whom?* For the nation's millions, through Columbia's dominant schedule of exclusive sports broadcasts. The next page gives up-to-date details.

BOX AA
CBS EXCLUSIVE SPORTS
GOOD ALL YEAR
CBS EXCLUSIVE SPORTS
BROUGHT TO MILLIONS BY THE WORLD'S LARGEST NETWORK
THE COLUMBIA BROADCASTING SYSTEM

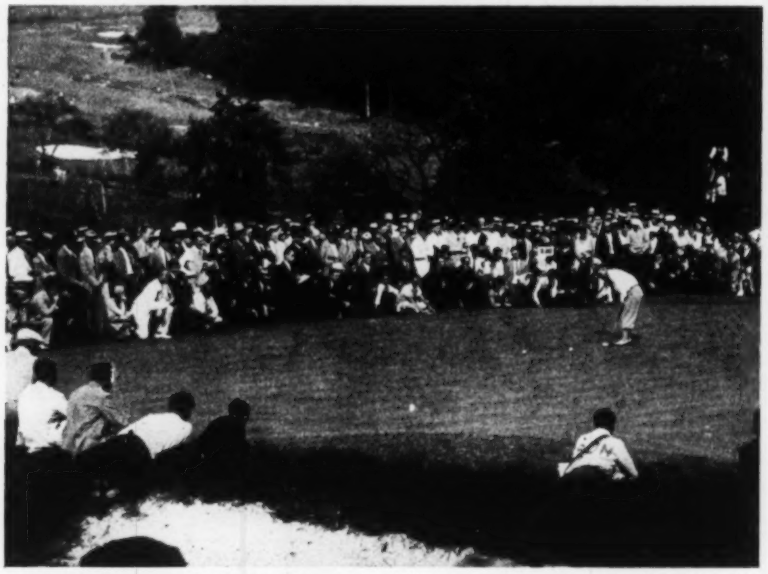
★Annie, the world's greatest markswoman, could shoot a hole through anything thrown in the air. At the height of her popularity, the custom of punching holes in free tickets began. This prompted a wag, when handed a pass, to comment: "Ah, Annie Oakley must have worked on this." His remark has long outlived both of them. The photograph shows Annie at the age of 15, when she was already known as "Little Miss Sure-Shot."

SPORTS ARE IN THE AIR!

Columbia swings into a Fall season of cups, titles and championships after the heaviest Summer sports schedule in network history. Columbia continues to broadcast, *exclusively*, more sports events to more listeners than ever before. Tennis at Forest Hills. Polo at Meadowbrook. Golf at Oakmont and Westmoreland. Racing at Belmont. Football at the country's leading stadia. Columbia is there—with free, front-row seats for America's millions.



The CBS microphone shifts with the tennis spotlight from Germantown and the Davis Cup matches, to Forest Hills and National Championship Singles. CBS will be the only network at the stadium broadcasting the entire semi-finals and finals this weekend.



At the Oakmont golf course, just outside Pittsburgh, CBS reports each day's play of Johnny Goodman's defense of his title in the National Amateur Championships, September 12 to 16, with a broadcast of the entire finals match on September 17.

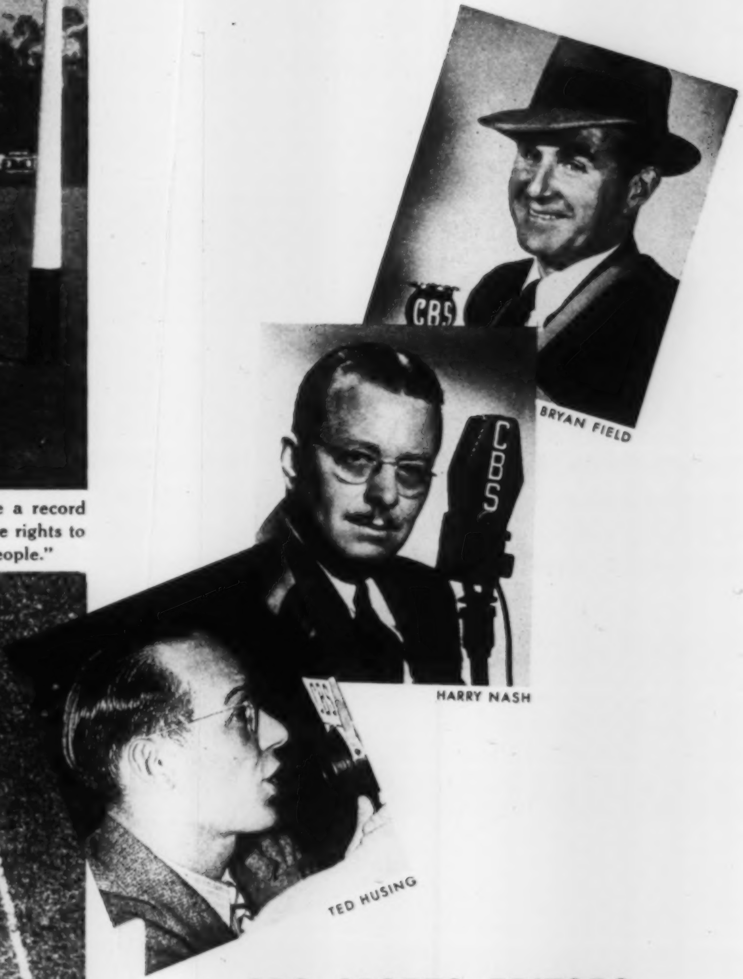
Completing a full racing schedule for CBS—which included the Kentucky Derby and major events at Hialeah, Jamaica, Aqueduct, Empire City and Saratoga—Bryan Field is currently "at the post" at the Belmont Track.

BOX AA
CBS EXCLUSIVE SPORTS
GOOD ALL YEAR
CBS EXCLUSIVE SPORTS
BROUGHT TO MILLIONS BY THE
WORLD'S LARGEST NETWORK
THE COLUMBIA BROADCASTING SYSTEM
BOX
CBS EXCLUSIVE
GOOD ALL

The National Open Polo Championship was played on September 11 before a record crowd of 36,000 people, and broadcast by CBS to millions. Granted exclusive rights to all games under U. S. Polo Association auspices, CBS brings polo "to the people."

Columbia's weekly football schedule begins on September 24 with the Minnesota-Washington battle, continues each Saturday with such major games as Harvard vs. Army (Oct. 15), Army vs. Navy (Nov. 26), the Orange Bowl Game (Jan. 1st) and many others.

When the golfing sorority gathers at the Westmoreland Country Club, outside Chicago, at the end of this month, CBS and the nation will be on hand for the result of each day's play of the Women's Amateur Championship from September 19 to 24



CBS SPORTS EDITORS

TED HUSING—In his 11 years with Columbia, Ted Husing has become radio's foremost and most popular sports announcer. Tennis, football, polo, track, soap-box derbies and special events find him equally expert.

BRYAN FIELD—From coast to coast the nation's favorite race caller, Bryan Field is noted for his crisp descriptions, achieved through more than 250 broadcasts of the Sport of Kings.

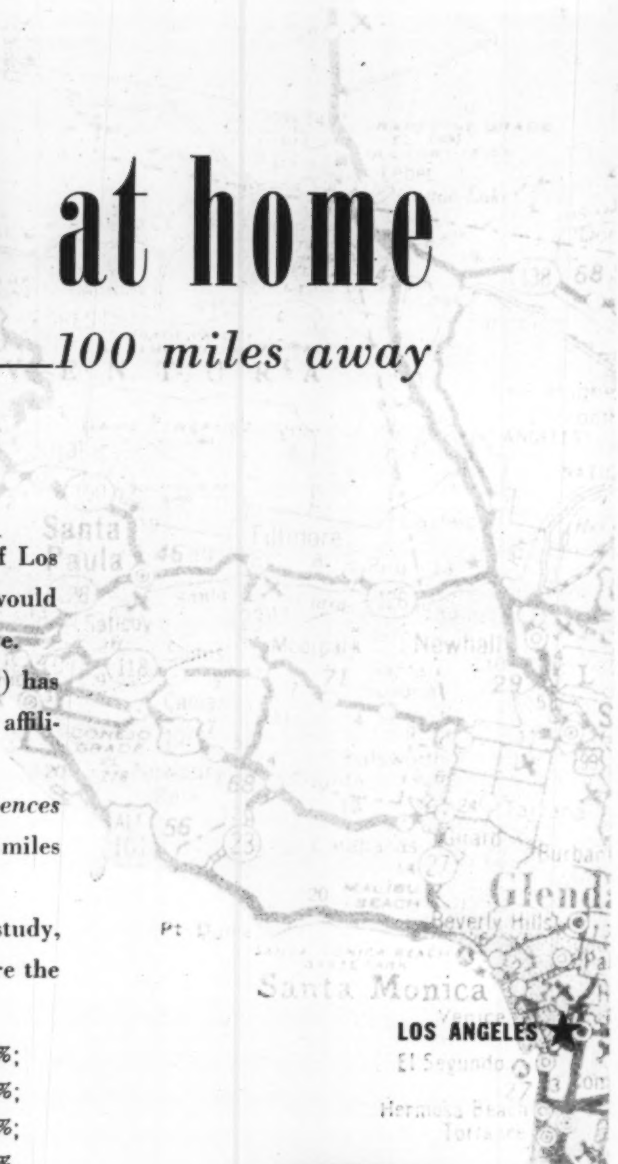
HARRY NASH—Long a golf expert on the *Newark Evening News*, Harry Nash is calling the hooks and slices this year for CBS and the nation at the National Amateur and Women's Amateur Championships.

CBS

SANTA BARBARA

at home

—100 miles away


Carpinteria
Santa Paula
Ventura
Fillmore
Moorpark
Newhall
Glend
Beverly Hills
Santa Monica
Venice
LOS ANGELES
El Segundo
Hermosa Beach
Torrance

SANTA BARBARA is 100 miles north of Los Angeles. It is a wealthier city than you would find in a day's walk; and unusually attractive.

This miniature city (of large buying power) has two good *local* radio stations. Both are network affiliates, although neither is a Columbia outlet.

Yet, *first choice of Santa Barbara radio audiences* is a station in Los Angeles—which is nearly 100 miles away. First choice is KNX!

1000 Santa Barbara listeners, in a recent study, chose the stations they listen to most. Here are the results in percentages:

Station KNX, Los Angeles, named as "first choice" by 45.8%;
Station B, Los Angeles, named as "first choice" by 29.2%;
Station C, Santa Barbara, named as "first choice" by 11.8%;
Station D, Santa Barbara, named as "first choice" by 8.4%.

This proof of KNX's popularity *one hundred miles from home* (further details will be sent to all who are interested) gives increasing credence to those major surveys of the Los Angeles audience which repeatedly show that *KNX is first in popularity*, with more quarter-hour periods of top listener-interest than all other Los Angeles stations *combined!*

KNX · COLUMBIA SQUARE · LOS A

"But I always thought it was a market," said Alice

"WHAT are all those cities you just pulled out of your hat?" asked Alice, a curious light in her eye.

"They are fourteen cities in the WOR-market that have more than 100,000 people each, including the 1st, 3rd and 18th greatest markets on earth," said the White Knight.

"Please don't tease me," said Alice. "One station just couldn't cover THAT many cities."

"Who said anything about teasing you?" demanded the White Knight. "WOR not only covers that many cities, but sixty-one others with more than 25,000 people each."

"Well, then, hasn't WOR got anything else?"

"Oh, you ARE an exasperating person," cried the White Knight. "Of course, it has!"

"Why are you so secretive about it?"

"WOR has about 4,500,000 homes that own radios."

"And they ALL listen to WOR?" exclaimed Alice.

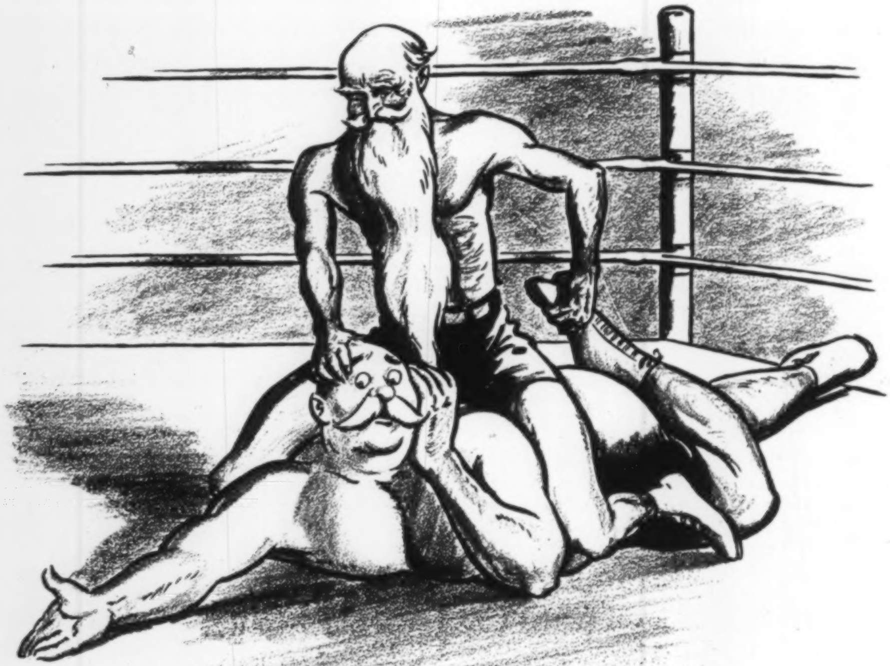
"Certainly not. They don't ALL listen at the SAME time. But with the job WOR does for Bristol-Myers, Sunkist, Tydol, Lamont-Corliss, Atlantic Refining and a lot of other national advertisers, one would think they did."

"But, still, I always thought it was **a** market," said Alice, bringing one small foot down stubbornly to emphasize the point.

"Primitive notion," sneered the White Knight, "And, anyway, you're starting the argument all over again."

"Not unless YOU want to," said Alice.

WOR



"Well, he ought to know how!"

With 165 cumulative years of experience in radio and advertising, it's hardly surprising that Free & Peters is the best-equipped firm in the field, to help you wrestle with your radio problems.

Not that experience is everything. But now that radio is settling down into the hard competition of adult life, it's worth a lot to know that even radio can't sell those hypothetical fans to Eskimos—to know *who* tried it, and *when*, and *why* it didn't work. . . . It's dollars in your pocket to know you *can* (again hypothetically) sell fans in Florida—*who* buys them, and *what stations* they listen to, and *what times* they listen, and *what kinds of programs* will fetch them.

Don't "send a boy to do a man's job". . . . We've got experience. *You've* got problems. Can't we help you?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
WFIL	Philadelphia
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown
Southeast	
WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke
Southwest	
KTAT	Ft. Worth
KTUL	Tulsa
Pacific Coast	
KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1938 $3.00 A YEAR—15c A COPY

WBS Project Starting With 25 Stations

Fifteen Others Ready to Join as Affiliates of World Transcription System, WBS Adjunct, Says Deutsch

WORLD Transcription System, long-planned major market "wax chain" subsidiary of World Broadcasting System, will begin operations Sept. 15 with a list of 25 affiliate stations, located in as many major markets.

Fifteen additional stations have expressed a desire to become members of this transcription system and will probably sign up as affiliates within the next few weeks, according to Percy L. Deutsch, president of WBS, who said his goal is a total of 75 stations covering the country's 75 principal markets. Membership in WTS is being limited to one station in a market.

Stations already allied with this first disc system are: WOKO, Albany; WBAL, Baltimore; WGR-WKBW, Buffalo; WCKY, Cincinnati; WHK, Cleveland; WHKC, Columbus; KGKO, Ft. Worth-Dallas; KMBC, Kansas City; KHJ, Los Angeles; WREC, Memphis; WIOD, Miami; WISN, Milwaukee; WLAC, Nashville; KOMA, Oklahoma City; WCAU, Philadelphia; WCAE, Pittsburgh; KOIN, Portland, Ore.; WHAM, Rochester, N. Y.; KDYL, Salt Lake; KTSA, San Antonio; KGB, San Diego; KFRC, San Francisco; KWK, St. Louis; KHQ-KGA, Spokane, and WFBL, Syracuse.

Low Cost and Package

Purpose of WTS, as outlined to BROADCASTING by Mr. Deutsch, is to remove from spot broadcasting two major handicaps which have been largely responsible for retarding the growth of this medium of advertising in comparison with network radio. These handicaps have been the mechanical costs of producing programs, which the networks absorbed but which have been passed along to the advertiser using transcriptions, and the previous impossibility of buying a spot campaign in a "package" similar to those offered by the networks. The labor involved in lining up stations for a spot campaign, the multiple billing and checking have made the buying of spot radio a much more arduous task than securing a comparable network schedule and to that extent gave the networks the inside track.

Advertisers sponsoring musical programs on the networks have paid for talent only in addition to the time charges. Transcription advertisers have been billed for studio time, talent, the cost of the master record and the pressings and musical royalties in addition to the cost of station time. To some extent the lower wage scale of musicians employed in the production of transcriptions, in comparison to the wages of network musicians, offset these other charges, but the new American Federation of Musicians wage scale, which goes into effect Sept. 15, wipes out this differential.

World Transcription System, says Mr. Deutsch, offers the national advertiser a major market spot campaign on the same basis as he is offered a network schedule. It sells him his whole campaign in package form, with one organization preparing his program, securing his stations and sending him a single invoice for the entire job. It also absorbs the mechanical costs of production, which, as in the case of the networks, are assumed by affiliates.

Stations affiliated with WTS pay this organization for commercial programs which it has sold and produced for them a sliding scale of commissions based on the one-time quarter-hour evening rate of the affiliate. Class A stations, with rates of $80 or more, will pay 15%. Class B stations, whose rates are between $50 and $80, will pay 20%. Class C stations, with rates of less than $50, will pay 25%.

These commissions, says Mr. Deutsch, will be divided two ways: 50% to go for mechanical costs and for promoting the network, and the other 50% as a sales commission for business originated and placed by WTS.

Henceforth World will offer two types of service to advertisers. One will be the WTS service, which gives the advertiser selectivity of market but which requires him to use WTS stations in the markets chosen. The other is a continuation of the present form of transcription service, giving the advertiser complete selectivity of both markets and stations. But whereas the WTS set-up absorbs the mechanical costs and gives the convenience of package buying and billing, the other method requires the sponsor to pay for his own production costs and to deal individually with the stations or their representatives.

Not a Representative

In this connection Mr. Deutsch emphasized the point that WTS is a system, offering group services, and not a station representative organization. It will not attempt to sell individual stations nor in any way compete with the established exclusive representative structure, he said, pointing out that the member stations already signed with WTS are represented by a number of representative firms, who will continue to act for these stations in all non-WTS operations.

Campaigns, not individual stations, will be the primary sales goal of the new wax system. The WTS sales staff will be divided into two groups: The creative and program staff and the market analysis staff, which will function cooperatively to give the national advertiser the kind of program he needs to do a sales job in the markets in which his products are or can be sold.

A. J. Kendrick, vice-president of WBS in charge of Chicago operations, moves to New York Sept. 15 to take charge of system operations. Reed Wight will become business manager of Chicago operations and Pat Campbell continues as the West Coast head.

The idea of a wax system is not a new one, Mr. Deutsch said, having been in the back of his mind as long ago as 1929 when he named his transcription business not World Broadcasting Company, but World Broadcasting System. But, while the idea had never been forgotten, it has taken nine years for its application to be practicable as well as logical.

FCC Conference Is Planned On Industry Financial Data

PURSUING its plan to establish a permanent policy of collecting annually basic operations data for the broadcasting industry, the accounting department of the FCC is completing its preliminary drafts of forms and will call a conference with the industry later this month.

Chief Accountant William J. Norfleet, it was learned, probably will invite the NAB accounting committee, headed by Col. Harry C. Wilder, president of WSYR, Syracuse, to confer about Sept. 26 with his staff on the proposed procedure. By that time it is expected the Commission will be in a position to prescribe the specific information it will seek for these industry analyses, which would cover financial program and employment data. The plan does not encompass the mooted "uniform system of accounting" but likely would require similar data from all stations and networks without, however, prescribing the type of bookkeeping forms that should be kept.

Following these discussions the FCC accounting department plans to call an industry-wide conference for discussion of the whole subject, probably by mid-October. The department then would submit the entire plan to FCC. It is expected FCC approval will be forthcoming, since there appears to be agreement that industry data should be collected on an annual basis.

The new developments confirm the prediction by BROADCASTING in its July 15 issue that the FCC would collect permanent industry data.

The data to be collected would cover revenue on an annual basis, plus employment and programming data. Last summer the FCC for the first time collected such data by questionnaire for use in connection with the hearings on proposed new rules and regulations. The new procedure is expected to be different. More than likely, the information sought will be of a more complete nature and will be requested on the basis of regular forms to be decided upon.

Calendar Year Figures

Under present plans the data would be sought on a calendar year basis, but would not be requested immediately but perhaps several weeks or even months later.

The NAB accounting committee has been active in connection with the plan. Mr. Wilder has been in frequent conferences with Chief Accountant Norfleet.

Members of the NAB accounting committee, in addition to Col. Wilder, are E. M. Stoer, Hearst Radio; Frank White, CBS; Mark Woods, NBC; E. E. Hill, WORC; L. A. Benson, WIL, and Harold Wheelahan, WSMB.

Hearst Properties In Texas Sold for $400,000 Figure

Ted Taylor Group Buys KTSA; WACO, KNOW to Oil Men

CONTINUING its policy of liquidating Hearst Radio properties, three additional Hearst stations—KTSA, San Antonio, KNOW, Austin, and WACO, Waco—have been sold for approximately $400,000, subject to FCC approval.

E. M. Stoer, comptroller of Hearst Radio Inc., on Sept. 12 confirmed sale of these stations. It was learned that negotiations are going forward for disposal of KOMA, Oklahoma City, at approximately $350,000, and KYA, San Francisco, to interests headed by Fred J. Hart, former general manager of Honolulu Broadcasting Co. (KGMB), for $150,000.

KTSA was sold to the Sunshine Broadcasting Co. for approximately $300,000. O. L. (Ted) Taylor, general manager and part owner of KGNC, Amarillo, KFYO, Lubbock, and KRGV, Weslaco, is president of the company, with True Snowden, Atchison, Kan., his associate in both newspaper and radio enterprises, as vice-president, and Gene Howe, Texas publisher and station owner, as secretary-treasurer. The station operates on the 550 kc. channel with 5,000 watts day and 1,000 watts night and is a CBS outlet.

WACO and KNOW were sold for approximately $50,000 each to the Frontier Broadcasting Co. S. W. Richardson and Charles F. Roeser, millionaire Fort Worth oil operators, are president and vice-president, respectively, of the company with Harry A. Hutchinson, general manager of the new Texas State Network, as secretary-treasurer. Messrs. Richardson and Roeser are financially interested in the Texas State Network of which Elliott Roosevelt, president of Hearst Radio, is president.

Elliott Roosevelt Stays

It was learned that Mr. Roosevelt will continue as president of Hearst Radio and its active operating head. Widely current reports that he proposed to leave that post to devote full time to Texas State Network were denied at Hearst headquarters.

Applications for transfer of the three Texas stations shortly will be filed with the FCC, Mr. Stoer declared. Now pending before the FCC is an application for transfer of KECA, Los Angeles, from Hearst Radio to Earl C. Anthony, operator of KFI-KECA, for approximately $400,000.

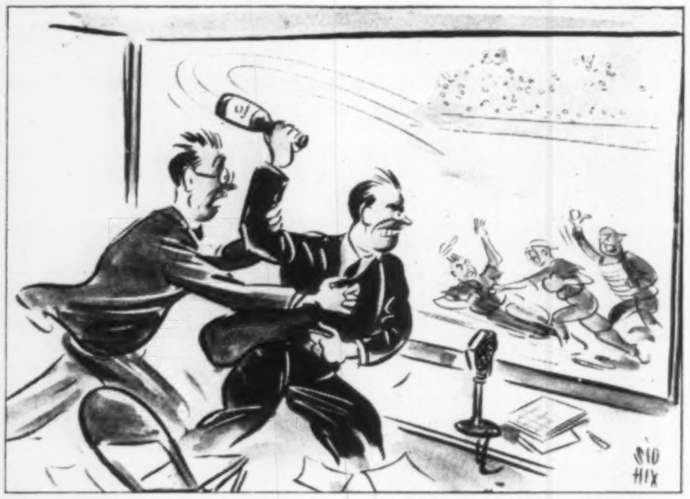
It was learned that an option for the purchase of KYA by Mr. Hart and his associates is now in force and has some two months to run. It is confidently expected this deal will be closed.

Negotiations are going forward for the sale of KOMA, Oklahoma City, but several weeks may elapse before any definite arrangement is made. Four different interests are negotiating, it was established, but nothing approaching a final deal has been reached.

It was understood that Emile Gough, former vice-president and general manager of Hearst Radio, is considering an offer to sell WISN, Milwaukee, WINS, New York, and WBAL, Baltimore. This proposal, however, was understood to be in a preliminary stage.

A transaction for the sale of WINS to Col. Arthur O'Brien, Seattle and Washington, D. C. attorney, for $250,000 apparently has been discarded. Other negotiations involving the station are believed in prospect.

Current indications are that WBAL, along with WISN, may be withdrawn from the market. On the other hand, because of the policy of disposing of stations if the transactions are considered worthy, the stations may be sold some time in the future.



Drawn for BROADCASTING by Sid Hix

"Control Yourself, Carruthers—The Sponsor Insists That You Be Impartial."

Auto Industry Delays Promotion Plans; Spot Buying at Last Minute Foreseen

INDICATIVE of the attitude among Detroit automobile manufacturers is the fact that only broad lines of general promotional activity—radio included—have been laid for the forthcoming new model announcements, even though the announcements will be bunched in early and mid-October.

Indications are fairly definite that network shows sponsored by the Detroit manufacturers will be at a very minimum during the fore part of the ensuing model year, and that attention will be concentrated in a radio way on spot announcements. This grows out of the attitude already mentioned—a desire to wait until the last possible minute to see what customer reaction is likely to be, and to make no commitments of importance until the outlines of the buying are clearly defined.

Despite newspaper enthusiasm over prospects for the coming model year, the auto producers are fairly well agreed that there will be no sensational advance, but rather a slow, steady and consistent one. Meanwhile, advertising budgets are being held within very tight limitations, and all mediums will be cramped at the announcement season. The evident program of most manufacturers is to get rapidly into production in order to replenish the short dealer field stocks, to give the 1939 cars a fair send-off, and to do absolutely nothing beyond that in either a production or promotional way until the outlook is clearly shown.

Almost all manufacturers are planning good-sized spot announcement campaigns as an integral part of their model announcements. The only network shows definitely scheduled are the Ford *Sunday Evening Hour*, which resumed Sept. 11 on CBS, and *Major Bowes*, which continued for Chrysler through the summer on CBS and will go on indefinitely. *Prof. Quiz*, by Nash, is not being renewed on CBS by that manufacturer when the present contract runs out. *Hobby Lobby*, of Hudson, wound up during the summer.

The sum total of the spot programming is apt to suffer if *Musical Moments* is discontinued by Chevrolet. Some radio promotion is likely to come, and in all probability there will be large-scale spot campaigns in all areas when the new Chevrolets are announced, but no schedules have yet been set.

Plymouth division of Chrysler Corp. is the first producer to announce 1939 cars. The Plymouth announcement, due in about a week, will be heralded by spot announcements over a list of around 100 stations, on an average basis of two a night from Sept. 22 until the first week in October.

Nash has indicated it will again use Boake Carter on spot transcriptions once more during announcement period next month. These spots are being booked over about 100 stations.

Ford Motor's Spots

Ford Motor Co., Dearborn, Mich., used 25 spot announcements in a ten-day campaign, running Sept. 1-10. Stations were WNEW and WMCA, New York; WBRY, Waterbury; WELI, New Haven, and WGNY, Newburgh, N. Y. Agency is McCann-Erickson, N. Y.

Olds Buys Football

MICHIGAN Network will carry play-by-play accounts of all Michigan State College football games this year, sponsored by Olds Motor Works. The Olds company sponsored the games last year also. The home games will originate with WJIM, Lansing. The Michigan State College station, WKAR, will carry independent broadcasts.

Copyright Slated For NAB Session

Proposal for Federal Inquiry Before Executive Committee

A MEETING of the executive committee of the NAB tentatively has been called by President Neville Miller for the week of Sept. 26 to discuss the entire subject of copyright. The six members of the committee were advised by telegraph Sept. 13 by Mr. Miller of the call, and, barring conflicting plans of members, it will be held Sept. 26 or shortly thereafter, he said.

The executive committee, among other things, will discuss the matter of seeking action by the Federal Monopoly Committee, of which Senator O'Mahoney (D-Wyo.) is chairman, in connection with ASCAP [BROADCASTING, Sept. 1]. Referring to this matter, Mr. Miller said:

"A letter on the subject of ASCAP had been drafted with the intention of forwarding it to Senator O'Mahoney. However, due to the fact that a meeting of the executive committee was to be held in the very near future, it was thought wise to defer the sending of the letter until the entire question had been thoroughly discussed at the meeting."

Members of the executive committee are Mark Ethridge, WHAS, Louisville, former NAB president, and Edwin W. Craig, WSM, Nashville, clear-channel representatives; Walter J. Damm, WTMJ, Milwaukee, and Frank M. Russell, NBC vice-president representing WRC, Washington, regional representatives; John Elmer, WCBM, Baltimore, and Herb Hollister, KANS, Wichita, local representatives.

In addition to copyright the committee is expected to discuss NAB's participation in the chain-monopoly investigation of the FCC, national and state legislation, and numerous other subjects accumulated since Mr. Miller assumed office last July. It will be his first meeting with the committee as NAB head.

Labor Standards Board Is Sought by AGRAP

APPOINTMENT of a board of labor standards for the broadcasting industry is urged in a letter written to Elmer F. Andrews, Wage and Hour Administrator of the Department of Labor, by Gerald Dickler, general counsel for the American Guild of Radio Announcers & Producers. The letter points out the "necessity for extensive wages and hours regulation among radio broadcasters whose low wages and long hours are far from commensurate with the ability of the industry to pay or its avowed desire to serve the public interest." Further observing that AGRAP, although affiliated with neither AFL nor CIO, has been recognized by the National Labor Relations Board and has negotiated contracts for announcers, production men and engineers with NBC, CBS, MBS and a number of independent stations, the letter recommended that Roy S. Langham, CBS production man who is president of the Guild, be named labor representative on the proposed board. A reply has been received from Mr. Andrews promising that the matter will be given immediate attention.

Oct. 17 Tentative Date for Net Study

By SOL TAISHOFF

Formal Notices for Chain-Monopoly Study Will Go Out Within a Week; Committee Handles Early Details

FINAL preparations for the chain-monopoly investigation, expected to begin Oct. 17, are being made by the FCC, with formal notices to go out to the industry within the next week.

Bringing his committee of four commissioners together for the first time since last summer, Chairman Frank R. McNinch hopes to have all machinery in motion for the hearings by Sept. 17, with the call for the hearings and the full bill of particulars outlining the scope of the investigation released to all parties. While Oct. 17 is the probable date for launching of the inquiry, the Commission may defer it a week until Oct. 24.

The committee, whose other members are Commissioners Brown, vice-chairman, Sykes and Walker, held its first session Sept. 12 reviewing preliminary aspects of the preparatory work handled by Mr. Dempsey and other branches of the FCC collaborating with him. Another meeting was planned Sept. 14 [after this issue had gone to press], when the formal date may be set. The bill of particulars, however, probably will not be released until later in the week, Mr. McNinch informing BROADCASTING Sept. 13 that it was "in the rough" at that time.

Planning for Congress

While there is no formal mandate from Congress, the chairman hopes to have definite legislative recommendations for changes in the Communications Act before the next session convenes Jan. 3. These presumably would be based not only on the outcome of the chain-monopoly inquiry, which in effect is an industry-wide survey, but also on the June hearings having to do with proposed new rules and regulations.

Chairman McNinch in his testimony before the House Rules Committee at the last session on the Connery Resolution to investigate the industry, stated that the FCC, as a result of its chain-monopoly inquiry, would have legislative recommendations to make at the next session. To some extent, opponents of the Connery Resolution relied upon this statement to block the strenuous efforts of its supporters to jam the Congressional investigation proposal through.

Meanwhile, networks and other broadcasting groups were preparing for the inquiry. In addition to the major networks, some 20 regional and State groups will be invited to tell their story, under present plans.

It is expected the committee will limit its invitations to network organizations in issuing its call for the hearing. However, all groups in the industry or having any bearing upon it will be privileged to file appearances, following Chairman McNinch's "open door" policy which throws the hearings wide open. Despite that, it is felt the hearings will not run more than a month or six weeks.

For example, it is known that Independent Radio Network Affiliates plans to participate. Chairman Samuel R. Rosenbaum, president of WFIL, Philadelphia, already has announced that IRNA will file an appearance. NAB is expected to participate for the industry as a whole. Certain transcription groups likewise have indicated they will be present. It is presumed several educational groups and possibly "audience" groups recently formed may file appearances.

It was also reported that CIO planned to participate, not because of any complaint against networks but on the ground that in some cities stations have refused to give or sell them time. What bearing that would have on the hearing is conjectural, but under the McNinch policy it is assumed all will be permitted to testify.

No Special Fund

Mr. Dempsey has worked with the regular FCC staff in preparing for the hearing. Unlike the A T & T investigation conducted by the FCC, in which $1,700,000 was spent, the chain-monopoly inquiry resolves itself largely into regular rather than an extraordinary activity of the Commission because there is no special appropriation for it. The objective, as clearly stated by both Chairman McNinch and Mr. Dempsey, is to make an impartial fact-finding survey of all industry operations with particular reference to the networks, which, under existing regulations, are not licensed or subjected to individual regulatory process.

Once the hearings are completed, the committee proposes to delve into the task of drafting legislative amendments, if they are deemed advisable, and of writing new regulations to cover networks or of revising existing regulations on station operations generally, or both.

Because of time limitations, the committee may be unable to complete its legislative recommendations when Congress convenes in which case the committee might favor an interim report to Congress outlining the nature of the inquiry, with the recommendations to be submitted later.

Networks Lay Plans

The networks view the inquiry as their first opportunity to tell the story of network broadcasting in a comprehensive manner. They are not viewing it with alarm in any sense, according to network spokesmen.

CBS has retained John J. Burns, former general counsel of the Securities & Exchange Commission, as its chief counsel. His chief lieutenant will be Duke M. Patrick, former Radio Commission general counsel and regular Washington attorney for CBS. Mr. Patrick now is devoting his primary preparatory work to the question of duplication of network programs. Messrs. Burns and Patrick will be assisted by Joseph H. Ream, general attorney of CBS in New York, and Paul A. Porter, Washington staff counsel.

NBC's case is being handled under the supervision of A. L. Ashby, vice-president and general counsel, of New York, and Philip J. Hennessey Jr., Washington attorney, formerly on Mr. Ashby's staff. So far as known, outside counsel has not been retained.

Preparations for MBS are being handled by Louis G. Caldwell, Washington attorney and former Radio Commission general counsel, and his associate, Reed T. Rollo.

George W. Norton Jr., president of WAVE, Louisville, and counsel for IRNA, will file the appearance for that organization and presumably will handle its case before the FCC with Mr. Rosenbaum, himself an attorney.

Policy Consultations

Meanwhile, Mr. Rosenbaum reported amicable relations with the major networks on the plan whereby affiliates will be consulted on all matters of policy. The three committees appointed by IRNA to serve with each network have been accepted, he reported [BROADCASTING, Sept. 1]. Mr. Rosenbaum declared the affiliates thus for the first time have a "consultative voice" in the formulation of trade practices and operating policies of the networks, this being accomplished without hampering the networks in any fashion. It is mutually felt, he said, that this cooperattive plan, if satisfactorily conducted, will result in improved public service by the networks and affiliates, and a firmer and more satisfactory relationship between networks and affiliates.

Following conferences with key network officials, it was concluded that the affiliate committees working with each network can serve their purpose by submitting ideas, or having ideas submitted to them, without the need of constant conferences in New York. The contacts each way would be between appropriate officials of the network companies and the members of the representative committees through their chairmen. Each committee would make its own arrangements to distributed information, gather facts and hold meetings. When members of the committee are in New York they likely will review with network executives subjects currently under discussion. In that manner, the expense and inconvenience of special trips would be minimized. It has been tacitly agreed that IRNA will not act as a collective bargaining agency for any individual affiliate with regard to business dealings between affiliate and network in matters involving compensation, rates, or other questions of private contract in which the public does not have an interest.

McNinch and Dempsey Visit Networks During Unannounced Trip to New York

TO SEE first hand "what makes the wheels go round" in network broadcasting, FCC Chairman Frank R. McNinch, and William J. Dempsey, FCC special counsel for the network-monopoly inquiry, made a surprise visit to New York over the Sept. 9 weekend. Mr. McNinch is also chairman of the special committee of the FCC which will conduct the inquiry, beginning next month.

Chairman McNinch, who had other business in New York, devoted a portion of Friday to his network "educational tour". At CBS he was shown around the studios, master control and offices by William S. Paley, president, Edward Klauber, executive vice-president, and Harry C. Butcher, Washington vice-president. The next day Mr. McNinch slipped over to Radio City and with Philip J. Hennessey Jr., attorney, and a regular NBC guide, took in the sights.

The chairman displayed greatest interest in the new CBS sound effects machine, an ingenious precision device that simulates everything from a collision to a cough. He also witnessed a number of rehearsals and at NBC saw a television performance, among other things.

Mr. Dempsey remained over the weekend and made a more comprehensive tour to acquaint himself with the mechanics of network operations. At NBC he was shown around by President Lenox R. Lohr and Mr. Hennessey, and also saw a television performance.

Smith Bros. Spots

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), in mid-November will start a schedule of spot announcements on 40 or 50 stations, and participation seven days weekly in the Yankee Network's news program. Agency is Brown & Tarcher, New York.

Five Spot Series Placed by Kastor

Campbell, Grove, Lewis-Howe, P & G, Beaumont Use Spot

FIVE PROMINENT users of spot radio have announced fall schedules placed through H. W. Kastor & Sons Adv. Co., Chicago. Two of the firms, Campbell Cereal Co., Minneapolis, and Grove Laboratories, St. Louis, recently appointed the Kastor Co. as agency. On Sept. 10, Grove Laboratories appointed the agency to place its spot radio for Bromo Quinine, the *Fred Waring* show which begins Oct. 8 on NBC-Red network remaining with Stack-Goble Adv. Agency, Chicago.

According to M. H. Petersen, recently appointed radio director of H. W. Kastor & Sons Adv. Co., the following spot schedules have been placed. Beginning Oct. 3 one or two chain break announcements will start daily on the following stations for Bromo Quinine: WFBR WBZ-WBZA WBEN WMAQ WFAA WHO WJR WTIC KMBC KFI WMC WKY WCAU WCAE KWK KSTP KPO WGY WWL.

Campbell Cereal Co., Minneapolis (Malt-O-Meal), on Sept. 26 will start quarter-hour discs titled *Tina & Tim*, a script show in Swedish dialect, five times weekly on WCCO and thrice weekly on the following: KNX KPO KGW KOMO WFAA KRLD WDAF KPRC WOAI WHO WLS WBBM WJR WTAM KDKA WKRC.

New P & G Dentifrice

Procter & Gamble Co., Cincinnati (Teel, new liquid dentrifice), will use announcements on the *Jimmy Fidler* show on NBC-Red for P & G's Drene. Announcements will be used on WMAQ, Chicago, and WTMJ, Milwaukee, on the network show and to compensate Drene, a quarter-hour show featuring *Jerry Cooper* will be broadcast Sundays, 9-9:15 p. m., on WENR, Chicago, for Drene. Teel will also be advertised by quarter-hour discs of *Jerry Cooper* on the following stations: Mondays, 7-7:15 p. m., WBBM, Chicago; Wednesdays, 6:45-7 p. m., WMAQ, Chicago; Tuesdays, 9-9:15 p. m., WMBD, Peoria. The spot schedule begins Oct. 5.

Lewis-Howe Medicine Co., St. Louis (Tums), will continue its *Vocal Varieties* show on NBC-Red using quarter-hour discs of the same title beginning Sept. 26, once, twice or thrice weekly on the following stations: WBZ-WBZA WHEC WCAU WRVA WJR WMAQ KDKA WSB WMC KRLD KSFO KFI WAPI KVOO WKY WSM, with the possibility that WOR may be added.

Tums will also use quarter-hour dramatizations of *Liberty* short stories featuring *Bert Lytel* in a live talent shown on WJZ with discs of the show on WEEI, to begin Sept. 26. The following stations began two daily spot announcement schedules for Tums on Sept. 12: WENR WKRC WBT WCCO KMOX WFBL KYW KDKA WSB WBT WWL KMBC KTRH KSFO KFI KREC WSMB. Tums has also started sponsorship of *Rural Mail*, 9:30-9:45 p. m., live talent show on Texas Quality Network.

Beaumont Laboratories, St. Louis (Four-Way cold tablets), on Oct. 10 and Oct. 17 will start 15-minute transcriptions titled *Four Stars Tonight*, once or twice weekly on the following stations: KFI. KPO. WSB WMAQ WTIC WHO WNAC WJR KMBC WLW WTAM WCAU KYW KDKA WFAA KRLD and the show will be broadcast live twice weekly on WLW, Cincinnati.

Four-Way cold tablets will also sponsor one-minute transcribed announcements five or 10 weekly beginning Oct. 10 and Oct. 17 on the following stations: WAPI WBRC KSFO WDRC WCAE WDAS WJAR WSB WHO WWL WCAO WBZ-WBZA WMC WSM WLAC WJR WOOD WHB KWK WOW WFAA KRLD KTRH WKBW WGY WFBL WKY KVOO WRVA.

In addition to this spot radio, Four-way cold tablets will sponsor 15-minute periods of *Musical Clocks* six days weekly on the following stations: KFI WFBR WBZ-WBZA KSTP WTAM KYW and will sponsor a live talent quarter-hour show twice weekly daytime on WMAQ and WLS, Chicago.

All of the above spot schedules will probably be expanded during the fall and winter, according to Mr. Petersen.

Six New Stations, One a Day Regional, Are Granted Permits in FCC Decisions

SIX NEW broadcasting stations, one of them a daytime regional on 950 kc., have been authorized for construction by the FCC during the last fortnight. In several instances the stations will have interlocking ownership with existing outlets, although in several others operators of existing stations seeking new stations were denied in favor of local interests.

The new stations will be built in Troy, N. Y.; Petersburg, Va.; Gastonia, N. C.; Charleston, S. C.; Columbia, S. C., and Vernon, Tex.

The new station at Troy, N. Y., will be a daytime regional. operating with 1,000 watts on 950 kc. It will be licensed to Troy Broadcasting Co., of which Harry C. Wilder, operator of WSYR. Syracuse, WNBX, Springfield, Vt., and WJTN, Jamestown, N. Y., is president. Mr. Wilder holds 2,700 shares, the other stockholders being Tom Rourke, president of the National City Bank, Troy. 600; Samuel E. Aronowitz, president of the Bank of Green Island, New York, 600; Dr. J. L. Meader, president of Russell Sage College, Troy, 600. In making the grant, which is effective Sept. 16, the Commission upheld the recommendation of Examiner Hill, and at the same time denied the application of Lawrence E. Miller for a new 250-watt daytime station on 930 kc. in Pittsfield, Mass.

New Southern Outlets

The new station in Petersburg, Va., with 100 watts night and 250 day on 1210 kc., will replace the old WPHR which last year was moved into Richmond after sale to the publishers of *Richmond News-Leader*, headed by John Stewart Bryan, who is also president of William & Mary College. The successful applicant was Petersburg Newspaper Corp., publisher of the *Petersburg Progress-Index*, which has interlocking ownership with the *Norfolk Ledger-Dispatch*, *Norfolk Virginian-Pilot* and *Richmond Times-Dispatch*, with which WTAR, Norfolk, and WRTD, Richmond, are affiliated. An application for the same facilities in Petersburg by Mr. Bryan was denied and an identical application by Havens & Martin Inc., operating WMBG, Richmond, was denied as in default. In making the grant, effective Sept. 16, the Commission sustained Examiner Bramhall.

The new station in Gastonia, N. C. (WGNC), 100 watts night and 250 day on 1420 kc., will be licensed to F. C. Todd, head of F. C. Todd Inc., dealers in textile machinery and supplies. A rival application by Broadcasters Inc. was denied as in default. The Commission sustained Examiner Seward's recommendations, and the grant is effective Sept. 16.

Two in South Carolina

The new station at Charleston, S. C., to operate with 100 watts night and 250 day on 1210 kc., will be licensed to Y. W. Scarborough, president of the Atlantic Coast Life Insurance Co., and J. W. Orvin, the other leading stockholder in the insurance company, as partners. The Commission sustained Examiner Berry in making the grant, which became effective Sept. 10, and the decision flatly rejected the opposition filed on behalf of WCSC, the present station in Charlestown on the grounds (1) that there is sufficient business in the community to support a new local station in addition to the existing regional, and (2) that a second station in the town should properly be operated by local residents, particularly since "WCSC is owned and managed for the most part by persons who reside in other communities."

The new station in Columbia, S. C., to operate with 100 watts night and 250 day on 1370 kc., will be licensed to Carolina Advertising Corp., whose officers are A. B. Langley, president of the Carolina Life Insurance Co. and former State legislator, president; and A. Haltiwangeris, vice-president of Carolina Life Insurance Co., vice-president. Each will own 49 shares of stock. In making the grant, effective Sept. 16, the Commission sustained Examiner Hill, upholding also his recommendation against a new 100-watt station on 1200 kc. in Columbia sought by Columbia Radio Co., chief stockholder in which was G. Richard Shafto, general manager of WIS.

The new station in Vernon, Tex., near Wichita Falls, operating 100 watts full time on 1500 kc., will be known as KVWC and will be licensed to a partnership consisting of R. H. Nichols, publisher of the *Vernon Daily Record*, as president; W. H. Wright, general manager of the Pease River Flood Control District and secretary-treasurer of the Texas Watershed Association, as secretary; Stewart Hatch, former newspaper reporter and recent law student, as treasurer. In making the grant, effective Sept. 16, the Commission sustained Examiner Seward.

Denied were the applications of Southern Broadcasting Corp., New Orleans, seeking the facilities of WBNO, New Orleans, whose license was renewed; C. Bruce McConnell, seeking a new local station in Indianapolis to take over the facilities of WKBV, Richmond, Ind., whose license was also renewed. Also denied was the application of Madison Broadcasting Co., headed by William C. Forrett, licensee of WIBU, Poynette, Wis., seeking a new 250-watt station on 1450 in Madison, Wis. Another application by Shirley D. Parker, seeking a local on 1310 kc. in Yakima, Wash., was denied.

Big Dedication Arranged By Texas State Network For Its Debut Sept. 15

THE NEW Texas State Network, headed by Elliott Roosevelt, was to be dedicated Sept. 15 along with observance of the fourth anniversary of Mutual Broadcasting System, with a special six-hour transcontinental broadcast in which various MBS outlets were to participate.

In addition to Mr. Roosevelt, who was to officiate in Fort Worth, headquarters of the new 23-station network, W. Lee O'Daniel, Texas' Governor-designate and his hillbilly band, Gov. Allred of Texas, and many radio and movie celebrities were to participate. The Texas program was to take place from the giant revolving stage of the Casa Manana at Fort Worth, while other portions of the inaugural were to come from MBS outlets in all sections.

MBS, in observing its fourth birthday, was to bring out that it was formed as radio's first cooperative nonprofit network, comprising four stations. Now, with the 23 stations of the Texas Network, it has 107 affiliates coast-to-coast and in Hawaii. MBS went transcontinental on Dec. 29, 1936, adding the Don Lee chain.

During the six-hour sessions, programs were to be offered from New York, Fort Worth, Chicago, Hollywood and Cincinnati. Among the stars to participate were William Gaxton, Shirley Ross, Bob Hope, Fred Keating, Alfred Wallenstein, Morton Downey, Everett Marshall, and Henry Weber.

Using AT&T lines, the Texas Network plans to serve its 23 affiliates in 22 cities with 17 hours of programs daily. Neal Barrett, vice-president of Hearst Radio and general manager of KOMA, Oklahoma City, is executive vice-president, and William A. Huchinson, general manager.

Idaho Commission Plans Spot to Move Produce

SPOT RADIO probably will be used by the Idaho Fruit and Vegetable Commission in its projected national campaign to advertise Idaho potatoes, prunes and onions, Win Cline, president of Cline Advertising Service, Boise, handling the campaign, informed BROADCASTING Sept. 8.

While no decision has yet been reached regarding the definite campaign, Mr. Cline said it contemplates use of spot broadcasting. "We do know that any radio advertising used will be spotted in certain markets and that no network facilities will be employed," he said, indicating that more specific information will be available in about a month. Decision to proceed with the campaign followed a ruling by the State Supreme Court holding a special advertising tax law constitutional.

Painless Commercials to Mark Atlantic Refining Grid Series

Two-Day Training Course for Announcers Features Extensive Schedule of Football Contests

By J. FRANK BEATTY

ATLANTIC REFINING Co., Philadelphia oil and gasoline sponsor, starts its 1938 schedule of 168 play-by-play football broadcasts with the attitude that it is the listener's host for the afternoon and that the commercial angle should be treated accordingly.

To insure uniformity in announcing of games to be broadcast on 74 stations, Atlantic and N. W. Ayer & Son, its agency, staged a two-day announcers conference at Philadelphia Sept. 8-9. Les Quailey, veteran spotter for Ted Husing and recently in charge of Ayer football broadcasts, presided at the sessions.

The Atlantic schedule [BROADCASTING, Sept. 1] will be handled by some two score announcers, aided by spotters who will aid in supplying names and other details. Much of the time at the Philadelphia conference was taken in drilling announcers and spotters in best methods of working together and in stressing the Atlantic-Ayer policy of inoffensive commercials.

Uniform Style

In telling the announcers about the commercials, Joseph R. Rollins, Atlantic advertising manager, said that development of a style pattern for all announcers would enable listeners to get a clearer picture of the games.

"It has been found during the last several years that many listeners like to tune from one game to another," Mr. Rollins said. "In the course of a single afternoon they listen to parts of a half-dozen games. Once a definite style is established for Atlantic announcers it will not be necessary for the listener to waste several minutes of each game trying to get used to the style of the announcer—trying to figure out how he handles the technical angle of the game."

As part of its merchandising campaign, Atlantic is supplying a football book to listeners, distributed through its dealer outlets. The book includes schedules, forecasts, codes and general football information.

A graphic presentation of Atlantic's commercial policy was given by C. H. Cottington, Ayer vice-president, who supplemented an address with a transcribed continuity based on a typical game.

No Blurbs During Game

In all, Atlantic will present 12 commercial announcements during an average 140-minute football broadcast, the announcements to consume not over 12 minutes. Most of this continuity will consist of historical information and sports data, in which the commercials will be painlessly inserted.

No mention of sponsor or product will be made during actual playing of games, except during intermissions or between periods.

The Atlantic merchandising campaign is one of the most elaborate in the company's history. Besides the football information booklets, the company is planning a series of listener and dealer tieups which include:

Forty meetings among its 20,000 dealers and distributors in Atlantic's eastern territory, at which dealers and distributors will be coached in the use of display material, which consists of banners, stickers, posters and similar aids.

A dealer contest, with $2,000 in prizes, for best window display and best driveway display, to be staged in both October and November.

Newspaper spotlight advertising on the day of games, placed on radio pages.

Postcards for dealers to send customers, and football balloons which dealers may buy if they wish.

White space in college alumni publications and game programs.

In addition, local stations carrying Atlantic games will stage their own merchandising campaigns.

Les Quailey occupied the entire session on the afternoon of Sept. 9 with a lecture and roundtable on technical aspects of football announcing. Taking typical plays charted on a blackboard, he called on announcers present to describe the action. Their versions were discussed and suggestions made on terminology and phraseology.

Associated Grid School

ASSOCIATED OIL Co., San Francisco (petroleum products), annual sponsors of Pacific Coast football, is holding its yearly sportscaster's convention in that city. Conclave started Sept. 14 for three days, with Harold Deal, Associated advertising manager, presiding. Approximately 25 football announcers from Portland, Seattle, Spokane, San Francisco and Los Angeles, are attending the session.

For example, considerable discussion developed over the method of describing the direction of a play. Grid authorities explained that the direction is always based on the defense position, rather than offensive.

Mr. Quailey explained the workings of the famous light box which he used for years as spotter for Ted Husing on CBS. He told how he handled buttons which flashed names of players for Husing and how he spotted players with a binocular on a tripod.

Tieups Are Explained

Bill Slater, veteran sports announcer who will broadcast Yale games for Atlantic this fall, voiced preference for the more informal cardboard chart, with names of players listed in formation, along with substitutes.

Wallace W. Orr and John H. Breiel, of Ayer, went into detail in explaining merchandising and promotional tieups. Mr. Orr reviewed the merchandising aspects and Mr. Breiel urged announcers to quote local newspaper sports writers as authority for controversial comment about players and teams. Mr. Breiel urged them to work along with the newspapermen, taking the position that the two media should go side by side in their handling of football rather in different directions.

Plenty of Sports

The Ayer sports program for its clients this year will total 21,936 station hours of play-by-play sports broadcasts. The baseball schedule covered 5,325 station games, using 75 stations, and the football schedule 640 station games, using 74 stations.

A special sports bureau is maintained by Ayer in its radio department. Mr. Quailey is in charge of football and also directs announcers in all sports. He is credited with having trained more sports announcers than anyone in broadcasting, having started his radio sports career in 1929. James N. Peterson, former athlete, is in charge of baseball.

Contrary to the situation that prevailed some years ago, Ayer and Atlantic encountered little difficulty this year in obtaining permission from colleges for football broadcasts. This was attributed to the Atlantic policy of minimizing the commercial aspect of the broadcasts.

To insure carrying out of its policies, the sponsor and agency will send Mr. Quailey on a tour of stations during which he will work with Atlantic announcers. In addition, transcriptions will be made of some of the games. Offering of

(*Continued on Page 59*)

STUDENTS at the Atlantic Refining-N. W. Ayer football announcing school, held Sept. 8-9 in the Ayer galleries, Philadelphia, included these announcers and their aides with stations on which they will broadcast: Front row (l to r), John Van Sant, WSAN, Allentown, Pa.; Carl Kent, WADC, Akron; Jack Barry and Claude Herring, KDKA, WWSW, Pittsburgh; Les Quailey, N. W. Ayer sports executive; second row, Tom McMahon, WSYR, WFBL, Syracuse; Billy Phillips, WBRE, Wilkes-Barre, Pa.; Woody Wolf, WCAU, Philadelphia; Jimmy Thompson, WFBC, Greenville, S. C.; Lee Kirby WBT, Charlotte, N. C.; John Niblett, WBNS, Columbus; Byron Saam, WIP, KYW, Philadelphia; in rear, Marcus McMahon, WSYR, WFBL, Syracuse; Marcus Bartlett, WSB, Atlanta; Jack Ingersoll, WJAR, Providence; Jerry Gerard, WDNG, Durham, N. C.; Ed Hill, WGAL Lancaster, Pa.; Jimmy Murray, WCAE, Pittsburgh; Dan Riss, WRUF, Gainesville, Fla.; Met Davis, WRNL, Richmond, Va.; Joe Handlan, WCHV, Charlottesville, Va.; Herman Reitzes, WDEL, Wilmington, Del.; Dick West, WEST, Easton, Pa. Not present, Bill Slater, Yankee; Brady Goss, WEEU, Reading, Pa.

Federal Library Opposed to Music Clearance Survey

Points to Objections Facing Study by WPA Workers

THE PROPOSAL of the Florida Broadcasters Association to use WPA "white collar workers" in clearing of public domain music, might result in "embarrassment" to the normal conduct of the music division of the Library of Congress, according to Martin A. Roberts, Chief Assistant Librarian.

In a letter to Rep. J. Hardin Peterson (D-Fla.), Mr. Roberts wrote that uncertainty exists as to the results that might be obtained in relation to the expense. He declared it would be difficult to express an opinion as to the desirability of the project. There is, he added, "good reason to believe that if it were put into effect, the result might not only [be] a definite duplication of work in the Library, but possible embarrassment to the normal conduct of certain of its administrative processes."

The Florida association, of which W. Walter Tison, president of WFLA, Tampa, is head, adopted a resolution last June advocating the project. Rep. Peterson gave it his support and wrote the Library regarding it.

Library Facilities

In responding to Rep. Peterson's inquiry, Mr. Roberts said a careful consideration of the project and its relation to the Division of Music of the Copyright Office, had been undertaken, hence the delay in his reply. He continued:

"The purpose of the Resolution appears to be the 'nationwide employment of musical research, and musical arrangers of music now in the public domain.'

"In connection with carrying out this project, the following is planned:

"The making of a permanent department (apparently in the Library of Congress) 'handling music in the public domain, by a filing system, involving research, determination of status of copyrights, filing of regular composition, also new and modern arrangements of each and every selection found to be in the public domain.'

"There is already in the Library of Congress a Division of Music which handles music, both copyrighted and in the public domain. As of June 30, 1937, its collections numbered 1,063,722 volumes and pieces of music. The bulk of these musical scores represent copyright deposits transferred to the Music Division from the Copyright Office. These copyright deposits have been supplemented by the purchase of many thousands of American and foreign publications, not received by copyright, to form one of the most representative collections of music in the world.

"The material in our Music Division is completely classified according to form and filed under composer. In the Copyright Office there already exists an instrumentality for the ascertainment of the copyright or noncopyright status of musical compositions. It therefore seems hardly necessary to establish a new department with attendant duplication of effort. By

(*Continued on page 60*)

Nurseries Account

GOOD & REESE NURSERIES, Springfield, O., on Sept. 12 started quarter-hour thrice weekly live talent programs on WLS, Chicago and KITE, Kansas City, and six weekly five-minute live shows on KFEQ KFRU WMMN CKLW the following stations: WWVA KFKA KFYR. The series may be expanded according to Roy E. Dodge, radio director of The Albert Kircher Co., Chicago agency in charge.

Communists Buying

NEW YORK State Communist party will spend about $7,200 during the coming election campaign, starting with quarter-hour programs on WMCA, New York, to run from Sept. 19 through Nov. 27. A little later, foreign language programs on one New York station will be broadcast in Jewish, Spanish, German and Italian, and a few upstate stations may also be used.

Two Magazines Test

THE *Poultry Tribune*, Mt. Morris, Ill., (magazine), will start a spot announcement series in mid-October on 10 stations. *Candid Eye*, Philadelphia (magazine) will start a similar test on 10 stations at the same time. Both campaigns are likely to be expanded nationally if the tests are successful, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago, the agency in charge.

KATE SMITH turns author this summer, and her autobiography *Living In a Great Big Way*, will be published in October as a Blue Ribbon book. It was originally planned to make the title *Hello Everybody*.

GOOD NEWS it was to this group, for the M-G-M series by that title started its second season on Sept. 1, under sponsorship of General Foods Corp. (Maxwell House coffee), on 70 NBC-Red stations. Start of the 1939 edition of the series was preceded by a press dinner in Hollywood. It was attended by stars of the program, network and agency executives and many well known newspaper and magazine writers. Left to right (seated) are Louis K. Sidney, radio director of M-G-M, who is also manager of WHN, New York; William Baker, vice-president and Hollywood manager of Benton & Bowles Inc. Standing are John M. Nicholson, General Foods Corp., Hollywood radio representative, and Robert Young, film actor and master-of-ceremonies for the first broadcast.

ADAM HAT STORES, New York, will open its prize-fight series on NBC-Blue on Nov. 2, with the Henry Armstrong-Ceferino Garcia 15-round bout for the welter-weight title. Agency is Glicksman Adv. Co., New York.

Block Sale of Time, FCC Authority Over Advertising Disputed in Appeal

RIGHT of the FCC to regulate against advertising of proprietary medicines was challenged and claim that block sale of time by a licensee is "unobjectionable" was made Sept. 10 in a brief filed in the U. S. Court of Appeals for the District of Columbia by WLTH and WARD, Brooklyn stations ordered deleted last year by the FCC in a decision from which they had appealed.

In a voluminous brief tracing the history of the Brooklyn situation, Attorneys Paul M. Segal, George S. Smith and Harry P. Warner contended the FCC order terminating the licenses of WLTH and WARD and giving their facilities to WBBC, a third Brooklyn time-sharing station, "is a flat abuse of the power given the Commission by the law and directly flaunts the caution" imposed by the Court upon the Commission in the so-called WCFL case of several years ago.

The deletions were ordered, it was argued, by such a "juggling of orders, corrected orders, referenda and meetings as to require detailed analysis to reveal the essential nullity of the Commission's action." It was added that the Commission made no adequate findings that the stations had failed in their duties or that the successful station is better equipped to perform them "but the Commission attempted to dispose of the appellants through something bordering closely on invective."

In support of its contention that the Commission is without authority to regulate the broadcasting of advertising of proprietary medicines, the brief stated the jurisdiction of the FCC in the administration of broadcasting is limited to its licensing activities and regulations incident to them. "The statute gives the Commission no authority whatsoever to regulate advertising," it was contended. "This is confirmed by the legislative history of the act and the several provisions within the statute."

FTC Not FCC Rules Ads

Pointing out that the law specifically prohibits the exercise of any power of censorship by the Commission, the brief contended that the broadcast of commercial medical programs cannot by any stretch of the imagination be construed as "obscene, indecent or amount to profane language." Stating that the jurisdiction of the Commission to safeguard the "public health and safety" was doubted, the attorneys sought to show that such a protection is afforded by the Federal Trade Commission.

"The proper tribunal to regulate broadcast advertising is the Federal Trade Commission," it was

(*Continued on page 65*)

PERPETUAL MUSIC LICENSE FAVORED

IN A second letter to all stations Sept. 9, Kenneth C. Davis, West Coast attorney and member of the new firm of Davis & Schwegler, Los Angeles, announced gratification over reaction to his plan to set up a new music organization which would offer radio "a perpetual license" at no charge. [BROADCASTING, Sept. 1.] Mr. Davis said that more than 200 stations had written him pledging support and urging his organization to pursue the program.

Along with the letter was sent a circular for composers and musicians inviting them to join the project.

Answering some of the inquiries he had received following the Aug. 15 letter, Mr. Davis said it is not necessary for stations to buy records and transcriptions from his organization in order to obtain sheet music free. He said his organization will furnish free sheets, copyright free, regardless of whether the station purchases transcriptions or records from them. He said also that in addition to public domain music, Davis and Schwegler will record popular new music. He said his organization will cooperate with the NAB or any other organization but declared that the problem is essentially one for private initiative.

Anti - ASCAP Measures Before Supreme Court

BOTH SIDES of anti-ASCAP legislation enacted in several States are before the Supreme Court for consideration by virtue of the appeal Sept. 7 by ASCAP from the decision of the Federal court in Washington dismissing its litigation in that State. There is also pending in the highest tribunal the appeal of the State of Florida from the action of the Federal court in New Orleans raising the same technical question of jurisdiction of the Federal court to consider the constitutionality of the state laws. In the Florida case, there also is a technical question growing out of the death of Attorney General Carey Landis since the Federal court's action.

In the Washington State case, ASCAP attorneys contested the Federal court's ruling that it lacked jurisdiction because ASCAP had failed to show that the statutory minimum of $3,000 was involved in order to make it subject to federal jurisdiction. The issue also is involved in Florida's appeal from the New Orleans court decision.

Music League to Buy

AMERICAN MUSIC League, New York, developed by B. A. Rolfe and James F. Gillespie for the benefit of Young American composers, plans to use radio within the next two months. In the belief that American music is ignored in favor of works of European composers, only new American compositions will be played on the program. An 85-piece band is now being assembled, and chorus and soloists will also be heard. Advertising agency and network are yet to be chosen.

AMERICAN TOBACCO Co., New York, on Sept. 15 was to appoint a new agency for Cremo and Roi-Tan cigars. The business has previously been handled by Lawrence C. Gumbinner Adv. Agency.

Pacific Marketers Turning to Radio

Appreciate Flexibility; Several Campaigns In The Making

By LINDSEY SPIGHT

Pacific Coast Vice-President
John Blair & Company

Mr. Spight

SPOT broadcasting, like Horace Greeley's young man, has been going West for a lot of years. But only recently has the West been returning the favor and sending spot business east of the Rockies in any considerable volume.

Two years ago, in an article in BROADCASTING, the writer estimated that the total volume of Pacific Coast spot business did not exceed $900,000 for the preceding year. Of that amount, approximating 5% of the national total, not more than 15% was for release on midwestern and eastern stations.

Still on the Spot

The big contributors to spot broadcasting on the Pacific Coast two years ago are still in there pitching. Standard Oil Co. of California is in its sixth year of time-signal releases to the tune of about $100,000 annually. General Mills and the Sperry Flour Co., handled on the Coast by the Westco agency of San Francisco, still continue with *Jack Armstrong* for 30 weeks during the winter months and broadcast Pacific Coast and Western International League baseball during the summer. This last season's baseball sponsorship was shared with the Goodrich Rubber Co.

Associated Oil Co. for more than a decade has been broadcasting intercollegiate football, principally over the Coast regional networks but also utilizing spot. Other intercollegiate sports, notably basketball and track, are becoming increasingly important in Associated's annual advertising plans. These accounts, along with the regional food advertisers, breweries and seasonal spot users continue to be the leaders in Pacific Coast regional sponsorship of both spot and network time.

Two years ago we estimated that more than half of the total volume of $900,000 originated in the San Francisco Bay district, with the balance divided about equally between Southern California and the Pacific Northwest. Today this situation is radically different. Total volume has increased sharply to approximately $1,500,000 actually placed in the last 12 months, and the geographical origin and disposition of this business has made an even greater change.

Almost half of the Coast's total spot business now goes to stations east of the Rocky Mountains. Los Angeles now originates as much or more of this eastern business as San Francisco. Seattle also continues to originate spot broadcasting, both national and local, to a greater extent than its magazine and newspaper lineage would indicate. This leaves San Francisco still the leader in regional business but behind Los Angeles in Eastern volume.

A few accounts are largely responsible for this change. The California Fruit Growers Exchange (Sunkist), placed by the Los Angeles office of Lord & Thomas, went on the air last November with daily half-hour transcriptions in the early morning for an important list of stations in Eastern and Midwestern markets. Its original six-month contracts have been renewed and a number of additions made to the original list. The Calavo growers, also placed by Lord & Thomas, used radio for the first time last year, testing both spot announcements and women's participating programs.

Talent and Programs

The availability of desirable transcription talent and program ideas in Hollywood has been a factor in the growing importance of Los Angeles as a spot originating center although not to the same extent that it has affected transcontinental commercial programming. Two cases in point are the Stokely-Van Camp *Charlie Chan* transcriptions, placed last year out of the Hollywood office of the Raymond R. Morgan Co., and the Manhattan Soap Co. transcriptions of *Thomas Conrad Sawyer*, placed by Milton Weinberg from Los Angeles.

Both the foregoing accounts of national companies were placed nationally at least in part by coast agencies. In addition there is an increasing tendency on the part of national companies to handle strictly Western releases through Western agencies or the coast branches of national agencies handling those accounts. Examples in point are this year's placement of the Firestone farm series of transcriptions in the West from Firestone Coast headquarters in Los Angeles; placement of the new Texaco transcriptions regionally by the Los Angeles office of the Buchanan agency, which has the account nationally; and the recent Far Western release of both live broadcasts and transcriptions for Peter Paul Mounds through the San Francisco office of Emil Brisacher.

Cooperative Marketing Accounts

BROADCASTING, in its Aug. 15 issue, included reports on many Pacific Coast accounts in its general review of the immediate outlook for spot. However, aside from the perennial Gardner Nursery account out of Seattle, which will probably spend $100,000 this fall and another $200,000 next spring, most Coast business for Eastern stations will be from cooperative marketing associations. This interesting, rather complicated and highly specialized advertising is largely a Pacific Coast development. Sunkist and Calavo have already been mentioned but there are many others.

Last year Pacific Coast marketing associations used spot radio to sell apples, melons, lettuce, pears, salmon, potatoes, prunes, avacados, oranges, lemons, grapefruit and even onions. In some cases more than one product was handled by the same association. In others, such as apples, there were two association accounts — Northwest Fruits, handled by the Izzard agency in Seattle, and Washington Boxed Apples, handled between the San Francisco and Seattle offices of J. Walter Thompson Co.

A similar situation applies to pears, California Bartletts, just now reaching the peak of their selling season, is strictly a California organization with headquarters in Sacramento and its advertising is in the hands of the San Francisco office of J. Walter Thompson. Spot radio may still be included in this year's plans but the volume will not be large.

The Washington, Oregon, California Pear Bureau, handled by the Izzard agency in Seattle, includes most of the closely-graded, well-packed tonnage of fall and winter pears grown in the three States. The principal markets for these pears—and the only ones under consideration for radio — are New York, New England, Philadelphia, St. Louis and the Twin Cities.

Prospective Idaho Campaigns

A year and a half ago the Idaho Legislature passed a State marketing bill providing for an advertising assessment on Idaho potatos, apples, prunes and onions. It called for a three-year marketing program with available funds of about $125,000 annually to cover all products. The appropriation was to be jointly handled by the Cline agency of Boise and the Portland office of Botsford, Constantine & Gardner. Initial schedules were set last summer utilizing spot radio as the backbone of the campaign. However, before even the first schedules were concluded, the legality of the legislation was attacked and the bill has been in the courts ever since. But on Aug. 30 the Idaho Supreme Court approved its legality and another good prospective account is available.

STUART HAMBLEN, Los Angeles cowboy radio singer and conductor of the seven weekly one-hour *Lucky Stars* program on KEHE, was nominated to run for Congress as Democratic candidate from the 11th California District in the Aug. 30 primaries. Hamblen, bitterly opposed in the primaries by all but one newspaper in his district, did all his campaigning on KEHE. His sponsor, Star Outfitting Co., permitted him to use part of the daily broadcast for campaign talks. Last week of the fight for nomination he purchased six quarter-hour periods of his own. Hamblen, rated California's "King of the Cowboys", is waging his campaign in true hillbilly style. Photo shows him making a campaign talk.

In addition to Federal aid under the AAA for marketing crop surpluses, the State of California has two laws which have contributed to the recent growth of association advertising. One is a crop control program and the other marketing program requiring joint action on the part of a strong majority of the growers in any agricultural industry. One of the chief objectives of each of these cooperative marketing programs is an assessment on tonnage to obtain funds for national advertising.

As this is written, there is a good possibility that two new accounts of this type will be available this year. They are California dried apricots and dried prunes. These are not to be confused with the California Apricot & Prune Growers Assn. (Sunsweet), which is a brand marketing association with voluntary membership of Santa Clara county growers and handled by the Alvin Long agency of San Jose. Sunsweet markets less than 30% of California's tonnage of apricots and prunes and has not been a consistent user of radio.

Some More Prospects

If the current signup campaigns are successful with these two groups of growers, annual cooperative industry appropriations of probably $125,000 for apricots and $250,000 for prunes will be available for advertising. Furthermore spot radio will undoubtedly obtain a substantial percentage of these appropriations as the growers committees working on these campaigns are using radio extensively in publicizing the need for a statewide marketing program. If successful, one of the first moves will be the appointment of an advertising agency or agencies.

One of the oldest and most successful cooperative marketing associations on the Pacific Coast is that of the walnut growers (Diamond Brand) handled by McCann-Erickson. They have never been radio users except for a short transcontinental series in 1932. But this year, inspired by the success of Sunkist with spot radio, they will go into an extensive list of midwestern and eastern metropolitan markets with half-hour Sunday morning transcribed programs to be handled by the Los Angeles office of Lord & Thomas.

Other industry association accounts, in which organization problems make advertising predictions hazardous at this time, include Western Growers (lettuce and melons), olives, peaches and raisins. The salmon industry which used

(*Continued on page 44*)

Exchange of AFM Contracts Slated for Sept. 23 Windup

Nonnetwork Stations and Union Voice Confidence Drawn-Out Negotiations Will Come to an End

FINAL phase of negotiations between the American Federation of Musicians and the country's broadcasters is expected to be concluded on Sept. 23, with the exchange of contracts signed by individual nonnetwork broadcasters and their local unions, which have been drawn up in accordance with the standard agreement negotiated last spring by the AFM international board and the National Committee of Independent Broadcasters.

With more than 70 completed contracts already received, and with practically all the rest of the stations and locals in negotiation, both the union and the broadcasters are confident that by the 23d they will be able to wind up their parleys and put the new arrangement into effect on a national scale.

As in the case of the Independent Radio Network Affiliates, it is expected that there will be a few cities in which negotiations will not have been completed by the deadline, but that there will be contracts from a large enough number of cities to satisfy the AFM and allow the general exchange of contracts, with the remainder to be cleaned up as rapidly as possible afterwards. Exchange will be handled by the NCIB, headed by Lloyd Thomas, WROK, chairman, for the nonnetwork broadcasters, and Joseph N. Weber, AFM president, for the musicians.

Extension Promised

No action on the temporary licenses granted to the manufacturers of phonograph records and transcriptions by the AFM will be taken before the meeting with the NCIB on Sept. 23, although the licenses are dated to expire on Sept. 15, it was stated at AFM headquarters. It is understood, however, that if the negotiations between the nonnetwork stations and the union are brought to a satisfactory conclusion the AFM will offer to extend these licenses for a year, or quite possibly a year and three months, giving them a new expiration date at the end of 1939, or approximately the same time as the expiration of the union's standard agreement with the network affiliate stations, which comes to an end the middle of January, 1940.

To the makers of transcriptions and phonograph records the most important thing about Sept. 15 is not that it is the expiration date of their AFM licenses, but that on that date the new wage scale for musicians engaged in the production of records [BROADCASTING, July 15] goes into effect in accordance with the action taken at the AFM national convention in Tampa last June. This change from a per day to a per piece basis will raise the average musician's return from a full day's work on transcriptions from $50 to $108, it has been estimated. What effect such an increase in the cost of producing transcriptions for libraries and for commercial use is a question that every transcriber is pondering seriously.

Conversation with a number of leading manufacturers of transcriptions shows the consensus to be somewhat as follows: Obviously the increase is too great for the manufacturer to absorb, as it is more than his profit. If he raises his prices to cover the increase, he must still take a loss until the expiration of his existing contracts for station library services, and at that time probably lose many of his customers who will prefer to use the less expensive phonograph records than to increase their expenditures for sustaining transcriptions to such an extent. The probable solution to this dilemma will be neither the absorption of the increase nor the raising of prices, but the use of fewer musicians on each program. Twenty-piece orchestras will be replaced with groups of ten men or fewer; smaller units will be replaced by soloists or duos; there will be an increase of dramatic and comedy programs using no music at all. The net result will be that the makers of transcriptions will spend the same amount of money for musicians, but they will pay it to fewer men.

The same line of reasoning will probably apply as well to the programs made for sponsors. If prices are raised too sharply these advertisers will turn to other media. Therefore the transcribers will probably trim their programs to fit the advertising budgets of their clients and again the result will be the same amount spent for musicians but paid to a fewer number. As several manufacturers have pointed out, this is in direct contradiction to the stand maintained by the AFM throughout its entire negotiations with the broadcasters, that the desired result was not increased pay for members now employed but increased employment for the thousands of musicians without work.

Breach of Faith Charged

Some recorders have hurled charges of a breach of faith at the union, stating that its dealings with the broadcasters were largely predicated on the continued unrestricted supply of transcriptions and phonograph records and that by increasing its wage scale the AFM was in effect cutting off the supply of recorded music and so breaking its word. In answer to these charges a union spokesman, who asked not to be quoted directly, told BROADCASTING that these changes in wages had been under consideration for more than a year, or well before negotiations with the recorders had begun, and that from the AFM viewpoint there was absolutely no breach of faith.

The fundamental right of labor, the union maintains, is to determine the wages for which it will work and the conditions under which it will work. A wage increase for his employes is one of the standard business risks and if it results in a loss for the employer or makes it necessary for him to lower the quality of his product and perhaps render it unsaleable thereby, that's his lookout and not the concern of labor. If the change should result in lowered employment for labor, then that's labor's lookout, and need not concern the employer. Labor, in other words, can not be expected to regulate its wages in order to allow the employer to keep his product, market and profits unchanged. Its prime responsibility is to itself.

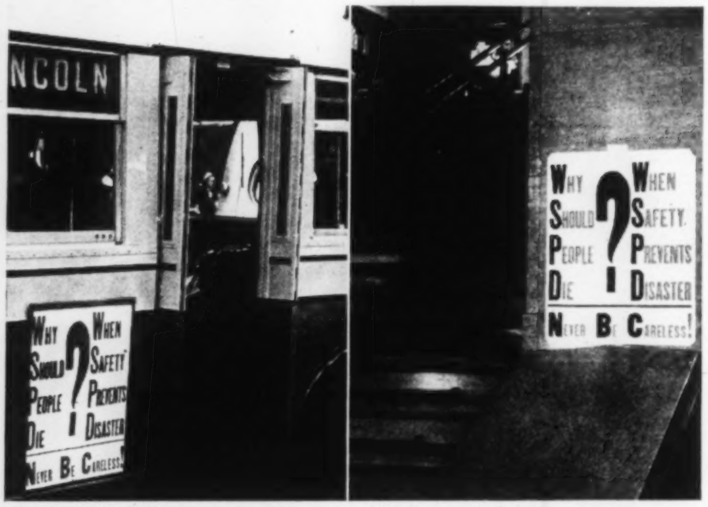
Specifically, the spokesman continued, the 98,000 members of the AFM, through their elected delegates at the Tampa convention, voted for the new scale, which they believe will benefit them. If it should prove a hardship instead of a benefit, it can be changed by the action of a later convention, next year or in some future year. But, until a national convention is again in session, and that will be next year, neither the president nor the international executive board nor anyone else has any power to change the scale that has been voted in, regardless of the effect. The AFM officials, it was stated, will be glad to discuss the problem with the transcribers, to help them work out satisfactory solutions and, if necessary, to present their viewpoint to the next AFM convention, but that is all they can do.

Deny Breaking Promises

Claims that the increased scales are in any sense a reversal of promises made to the broadcasters during their negotiations with the union were specifically denied, the union spokesman saying that at no time during the conferences with either the IRNA or the NCIB did the AFM make any promise to maintain its current wage schedule. What it did promise, he said, was that the union would not act to cut off the supply of recorded music from the stations, adding that this promise has been kept. This question, however, has already been raised by individual transcribers and is almost certain to come up again when Weber meets with the NCIB on the 23d. While it is doubtful if it will be allowed to cause a complete breakdown of negotiations it is certainly probable that the independent committee will strongly urge the union officials to do all in their power to modify this material jump in wages on the basis that such an increase in the cost of manufacture of transcriptions is bound to work a hardship on the many stations largely dependent on recorded music. The phonograph record manufacturers will also protest against the wage increases.

Goodness Gracious!

HAILING the grand opening of the new Tulsa Brewery, KTUL recently carried a program of remoted speeches with transcribed musical fill-ins from the studios. As the program was well under way, the KTUL announcer reminded listeners they were invited by Ahrens Bros., the owners, to come down and slake their thirst on the house— ". . . so folks, come out and drink all the Ranger Beer you like. While you hurry over, we'll hear from the transcribed Ranger Musicians a medley of stirring tunes." And with that the studio plugged in with the fine march tune, *Onward Christian Soldiers!*


NCOLN
WHY SHOULD PEOPLE DIE ? WHEN SAFETY PREVENTS DISASTER
NEVER BE CARELESS!
WHY SHOULD PEOPLE DIE ? WHEN SAFETY PREVENTS DISASTER
NEVER BE CARELESS!

BLUE AND RED safety signs, shown here on a Toledo bus and posted at the entrance of a Toledo office building, incorporated the call letters of WSPD, Toledo, and its NBC affiliation with safety mottoes for WSPD Safety Week, Aug. 22-27, conducted by the station in cooperation with various civic and state safety organizations. Posters, windshield stickers and outside bus and streetcar cards covered Toledo during the drive. Through the week, after the program was officially opened by vice-Mayor John Q. Carey and Jay E. Thompson, secretary of the Toledo Safety Council, WSPD carried brief addresses from representatives of cooperating organizations and spot announcements with sound effects. The WSPD campaign covered every branch of public and personal safety—on the highway, in the home, in the factory and on vacation.

A New Kind of Station Measurement

Many Advantages Are Claimed for New Roster Method

By CHESTER E. HARING

Director, Market Research Division
Hooper-Holmes Bureau

THERE has just been completed for Yankee Network a new kind of study of the listening audience in Metropolitan Boston. This is known as the roster method, which many authorities say produces the most accurate records of programs listened to, except automatic machines.

The study was conducted by the Hooper-Holmes Bureau Inc. Each morning, afternoon, and evening for the entire week of July 31 the full-time salaried employees of this Bureau interviewed personally over 200 radio owners who had used their radios during the preceding evening, morning, or afternoon. During the week a total of 4,380 such radio homes named every quarter-hour period they had listened to in the preceding portion of the day. In this the memories were aided by a complete roster of all the programs broadcast by each of Boston's eight station during the preceding portion of the day.

Probably the finding of this study of greatest interest to station owners is the tremendous size of the daytime audience. This is much larger than most radio users and sellers suspect—certainly larger than most rate cards indicate. As a matter of fact, the study disclosed a total of 29,638 quarter-hours of listening during the week. Of this total, 26.7% was morning listening, 38.8% afternoon listening, and 34.5% evening listening. This means 65.5% daytime listening against 34.5% evening listening. Perhaps it should be mentioned in this connection that the survey was conducted during Boston's hottest week of the summer, following several weeks of heavy rain.

News Programs Popular

The popularity and interest in news broadcasts is again demonstrated by this detailed study of Boston for an entire week. During the week studied 241 news programs of quarter-hour length were broadcast. And, during these 241 periods 26.6% of the sets being used were tuned to these news broadcasts. This also varies during the day. In the morning, for instance, 21.2% of the sets in use at the time of news broadcasts listened to news; in the afternoon this percentage drops to 17.7% of sets in use, but in the evening 42.0% of the sets in use at the time of news broadcasts were tuned to these news broadcasts.

Weather reports are close in popularity, for during the entire week 31.2% of the sets being used at the periods of weather broadcasts were tuned to these broadcasts. (Again we should not forget that this study covers Boston's hottest week.)

This study was conducted in 20 towns within 10 miles of the Boston City Hall, and all interviews were controlled as to the economic level of the family interviewed. 5.4% are classed as A, or families of substantial wealth, 20.2% as B, or comfortable middle-class, 45.0% as C, or skilled laborers, and 29.4% as D, or unskilled laborers. 58.8% of these families are telephone subscribers.

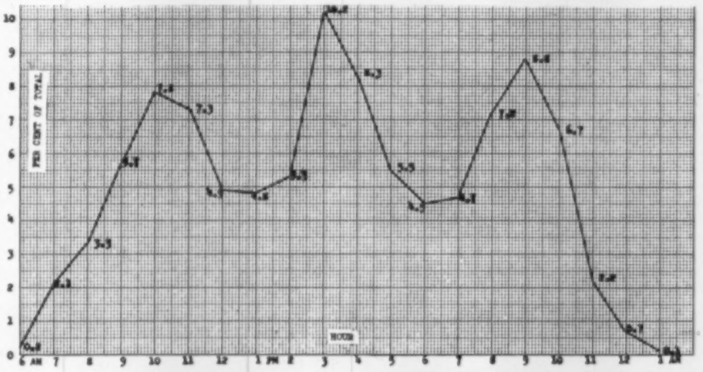
Obviously, the 41% radio listeners who are not telephone subscribers are never reached by coincidental or other surveys conducted by telephone. If these non-telephone subscribers follow the same habits in their listening as the telephone subscribers, it is safe to follow the findings of telephone surveys which cover only about one-half of the listeners. But, unfortunately, for stations who have invested their money in telephone studies, there is a vast difference in the habits of these two parts of the audience.

If they were identical, we would expect all listeners to an individual program to be approximately 59% telephone subscribers and 41% telephone non-subscribers. Actually the *Girl Alone* audience on WNAC at 4:45 p. m. Wednesday was 30% telephone and 70% non-telephone. *One Man's Family* on WNAC at 8:00 p. m. Wednesday was 75.6% telephone and 24.4% non-telephone. *For Men Only* at 9:45 Thursday evening the relationship is 93.3% and 6.7%, and for *Mary Marlin* and *Pepper Young's Family* at 3:00 and 3:30, respectively, on Thursday the relationship is 67.6% and 32.4%.

Thus it is seen that ratings and audiences computed from telephone surveys covering only half the total can be very deceiving. They may show the true position of a particular program or a very false picture.

TOTAL QUARTER-HOURS OF LISTENING

By the Hour for the Week



Chicago Paper Exploits New Format Via Radio

THE *Chicago Herald & Examiner*, which recently changed its format from standard to tabloid [BROADCASTING, Sept. 1], on Sept. 12 began a daily sponsored broadcast on WMAQ, Chicago, designed to introduce its new format and its feature writers to radio listeners. The series is aired at 6:45 p. m., CDST, 15-minutes five days weekly with the possibility of seven days weekly if time can be cleared. Ulmer Turner, radio editor and newscaster of the *Examiner*, directs the show and plans interviews with Warren Brown of the sports department; "The Dowager", society commentator; Gordon Sessions, columnist; Charles N. Wheeler, political news authority; O. M. Smucker, financial news expert.

WENR, NBC-Blue outlet in Chicago, has started a Friday evening radio gossip and news show titled *WENR Radio Fanfare* with special emphasis on WENR-WLS programs and stars. Promoted by William Ray, head of NBC-Chicago press department, the show features Charlie Lyon as commentator. One radio star is interviewed on each show.

KOMA, Oklahoma City, on Sept. 9 was authorized by the FCC to withdraw without prejudice its application heretofore set for hearing requesting authority to increase its power from 5,000 to 50,000 watts.

Politics, New Style

IOWA'S Republican Party strikes a new note in political broadcasting with its five-weekly *The Parks Family*, started Sept. 13 to run for eight weeks preceding the November elections, originating at KMA, Shenandoah, and carried by the Iowa Broadcasting System. The serial is a dramatized version of political thought, interpreted through the life of a typical family. The program is heard Monday through Friday, 8-8:15 p. m.

Melville Shoe Test

MELVILLE SHOE Co., Boston (Thom McAn shoes), on Sept. 6 started a New England campaign, using news broadcasts by Fred Lang six mornings weekly on WNAC, piped to WEAN. In addition, both stations are carrying announcements on Sunday mornings, and one-minute announcements on WNAC every evening. Agency is Neff-Rogow, N. Y.

Cracker Jack on 11

CRACKER JACK Co., Chicago, on Sept. 26 will start five weekly one-minute transcribed announcements on 11 stations in the South. John H. Dunham Co., Chicago, is agency.

Pennsylvania Net Has 16 Stations

WCAU Is Key Station of New Chain; Accounts Signed

PENNSYLVANIA Network, covering 16 stations in the State with WCAU, Philadelphia, as key, was formed Sept. 8 and started operating Sept. 10, 9:30-10 p. m., with a statewide broadcast for the Republican State Committee.

Lines have been installed to all the stations. Offices will be in the WCAU Bldg., Philadelphia. The network has signed the Republican State Committee and will handle all its political broadcasts during the coming campaign. A number of other programs now being planned will be carried.

The Pennsylvania Network consists of WAZL, Hazleton; WEST, Easton; WGAL, Lancaster; WORK, York; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WRAK, Williamsport; WKBO, Harrisburg. All Pittsburgh stations are optional.

Atlantic Account

Dr. Leon Levy, president of WCAU, and prime mover of the project, told BROADCASTING Sept. 10 that decision may be reached later to establish the network on a permanent basis. While Pennsylvania Bell lines now are leased on a month-to-month basis, the chain can be linked permanently if feasible.

The Atlantic Refining Co. football account, to be keyed through WCAU over the chain, will run until Thanksgiving and the network lines will be retained until then, at least, Mr. Levy asserted. Moreover, several other commercials are in prospect.

Under the arrangement, WCAU assumes all responsibility for lines and maintenance. Stations on the network pay to WCAU 15% of their established rates for commercial business to defray overhead, aside from customary agency commissions. Whether sustaining service eventually will be offered the stations will depend upon future developments, Dr. Levy declared.

Sale Deals for WAAW, KWBG Are Called Off

TWO radio station sale deals, pending since early this year, have been called off by parties involved, and the FCC, through Commissioner Brown, has ordered transfer applications dismissed without prejudice. They involved the proposed sales of WAAW, Omaha, and KWBG, Hutchinson, Kan.

Omaha Grain Exchange last March had entered into a deal with Central States Broadcasting Co. (KOIL, Omaha, KFAB-KFOR, Lincoln) to sell WAAW for $55,000. W. B. Greenwald, operator of KWBG, had entered into a deal the same month to sell that local station to John P. Harris, publisher of the *Hutchinson News & Herald* for $47,500.

AN UNNAMED sponsor was recently refused the privilege of conducting "straw-votes" on NBC, on the theory that for each controversial subject introduced, small pressure groups would dominate the showing, and no accurate index could be obtained in any case.

Shepard Prohibits Free Movie Plugs

Others Follow Suit As Result Of *Broadcasting* Editorial

A BAN on "free publicity" for the motion picture industry has been instituted by John Shepard 3d, president of the Yankee Network and head of the National Association of Regional Broadcast Stations.

In almost identical letters to NBC and MBS, Mr. Shepard Sept. 6 notified them that he had issued instructions to his stations on NBC (WNAC, WEAN and WICC) and on MBS (WAAB, WEAN and WICC) to discontinue "the carrying of any sustaining program which contained publicity or puffs for the motion picture industry, such as premiers from Hollywood or elsewhere."

Since appearance of the editorial in the Sept. 1 issue of BROADCASTING on the motion picture campaign, numerous letters of commendation have been received. In several cases stations reported they no longer will carry sustaining motion picture broadcasts in the light of the developments.

Donald Withycomb, general manager of WFIL, Philadelphia, announced a "complete and sweeping ban" on all free movie publicity. He said his ruling sounded the death-knell for some 65 minutes of such material weekly on WFIL. KSO and KRNT, Des Moines, will broadcast no more movie premiers, Luther L. Hill, vice-president and general manager, stated Sept. 10.

Mr. Shepard referred to the recent action of the motion picture industry in spending the entire appropriation of approximately $1,000,000 in other media and ignoring radio entirely. He said he believed the time had come when broadcasting "should refuse on sustaining programs to carry any more free publicity for the motion picture industry; and there has been plenty of it in the past."

The networks were asked to cooperate by notifying him promptly of any scheduled program falling in the category he mentioned, "provided it is not evident in the program listing that the program in question is a plug for the motion picture industry."

In conclusion Mr. Shepard said he was "tired of being slapped on both sides of the face" and expressed the view that both NBC and MBS some day "will take the same attitude".

Royal Goes Spot

ROYAL TYPEWRITER Co., New York, on Sept. 19 starts a spot announcement campaign, and will use *Musical Clock* programs on WHN, New York, and KYW, Philadelphia. On WMCA, New York, the program will be *High School Reporter*, five days a week. Placed for 52 weeks through Buchanan & Co., New York, the announcements will be heard on WBBM WCFL WGN WFIL KFI KNX WBZ-WBZA WEEI WGAR WHK WTAM KDKA WGY WOKO, and two or three others not yet selected.

HAMMOND Food Stores and Safeway Stores, both in Albuquerque, N. M., report that BROADCASTING was in error in listing KGGM as carrying their advertising in its Sept. 1 survey of radio advertising by chain grocery stores. BROADCASTING regrets the inadvertance.

Network Billings Slip During August But 8-Month Figure Still Tops 1937

AUGUST combined billing of the three major networks totaled $4,529,590, a loss of 6.4% as compared to billings for August, 1937, which totaled $4,836,886. This is the second consecutive month that this year's network billings have fallen below those for the same month of a year ago, July having been 6.3% under July, 1937. For the year to date, however, 1938 leads 1937 by 3.1%, this year's eight-month total being $46,971,173 and last year's total for the same period being $45,551,198. Despite the decline registered in the two summer months, it seems fairly safe to predict that for the entire year 1938 will be well ahead of 1937, since all networks are expecting record-breaking fourth quarters.

Individually, NBC reported gross August billings of $2,941,099, a gain of 5.6% above the $2,784,977 total achieved in August, 1937. For the cumulative eight-month total, NBC likewise shows a gain, the 1938 figure of $26,923,483 being 5.8% above the $25,440,534 total for the same period of 1937. Mutual also showed gains for both the month and the year to date, leading the field from a percentage standpoint. For August, MBS billings totaled $164,626, topping last year's figure of $96,629 by 70.4%. For the eight-month period, MBS totaled $1,673,913 this year and $1,363,707 a year ago, a gain of 22.7%.

These gains, however, were not enough to balance the 27.2% decline in billings for the month reported by CBS, which totaled $1,423,865 in August, 1938, ahead of all other Augusts except that of 1937, when the network has gross billings of $1,955,280. Combined with the 31.2% drop in July this was enough to pull this year's cumulative total 2.0% below that of last year, with January-August billings of $18,373,777 for 1938 and $18,746,957 for 1937.

Gross Monthly Time Sales

	1938	*% Gain over 1937*	*1937*
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	—5.4	2,563,478
May	2,442,283	—4.6	2,560,558
June	2,121,495	-14.3	2,476,576
July	1,367,357	-31.2	1,988,412
Aug.	1,423,865	-27.2	1,955,280
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	—5.9	247,431
April	189,545	—5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629

FCC Investigates Drama Continuity

BROADCAST over NBC of an adaptation of the Eugene O'Neill Pulitzer Prize play "Beyond the Horizon" on July 28 is under investigation by the FCC because of allegations of "numerous expressions of profane language."

Last month, it was learned by BROADCASTING, FCC Secretary T. J. Slowie addressed a letter to one of the NBC affiliates stating that its attention had been directed to the particular broadcast. The station was asked to supply the date and time on which the program was broadcast along with a certified verbatim transcript and a statement whether the program was sponsored or sustaining. If sponsored, the request was made for a certified copy of contracts or agreements entered into on it.

So far as known, only one Midwestern station was asked by the FCC to furnish the data, although the program was broadcast over a nationwide network as a sustaining feature. The station advised the FCC that inasmuch as the program was a network sustaining feature, it did not have copies of the continuity, but that it was requesting NBC to forward the material direct to the Commission. This NBC is understood to have done.

No official comment was forthcoming from the FCC in connection with disposition of the incident. It is presumed, however, that it was found the continuity was not sufficiently objectionable to justify action and that the complainant has been notified to that effect.

Harlow, Travers Named Yankee Vice-Presidents

Mr. Harlow

YANKEE Network Inc., at a meeting of its board of directors Sept. 1, elected Roy Harlow and Linus Travers as vice-president under John Shepard 3d, who was reelected. Mr. Harlow, assistant to the president, and Mr. Travers, director of commercial production, also were elected vice-presidents of Colonial Network.

Mr. Travers

Mr. Harlow has been with Mr. Shepard almost from the start of WNAC, Boston, which with WAAB, Boston, and WEAN, Providence, are the Shepard-owned stations. Originally a concert artist who gained fame as a tenor, he gave up this field to become an executive although still active in music, especially choral work. Mr. Travers joined WEAN in 1927 upon graduation from Brown University. His ability won a transfer to WNAC, and a rise to his present post.

Horlick's Spot Test

HORLICK'S MALTED MILK Corp., Racine, Wis., has started a spot test of two daily transcribed announcements in the following markets: WOWO WGBF KFH WIBA KSCJ with plans for expansion. Roche, Williams & Cunnyngham Inc., Chicago, is agency.

Food Products in Front Of WBS Disc Sponsors

FOOD and food beverage advertisers again were the chief WBS sponsors during August, buying 6,128 station quarter-hours. Laundry soaps were second, with 2,084 periods, followed by automotive advertisers, with 1,084.

In all, 9,700 quarter-hours were used in August by advertisers in seven different classifications. This is an increase of 10.5% over August, 1937, and 19% over July, 1938. For the first eight months of 1938 total station time was 89,354 quarter-hours, an increase of 14.5% over the same period in 1937.

Breakdown of August business follows:

	Station Quarter-Hours
Automotive	1,084
Farm Equipment	8
Foods and Beverages	6,128
Financial & Insurance	2
Household Appliances	189
Laundry Soaps & Cleansers	2,084
Tobaccos	205
TOTAL	9,700

In addition, there were twelve advertisers who used a total of 1,677 announcements in August.

WFAB Leaves the Air; Sale to WEVD Ratified

WFAB, part-time New York station, will cease operation within the next 30 days under an FCC decision, effective Sept. 16, which authorizes the assignment of its license to the Debs Memorial Fund Inc., licensee of WEVD, New York. The decision authorizes purchase of the WFAB facilities by the WEVD operators for $85,000.

Now using 1,000 watts on 1330 kc., which it shares four ways with WEVD, WBBR, Brooklyn, and WHAZ, Troy, N. Y., WFAB thus turns over its 36 hours per week to WEVD, enabling that station to operate 86 hours weekly. The contract terms call for merger of WFAB into WEVD within 30 days of the effective date in order to give time to complete contracts and arrange for transfers of accounts.

WEVD will continue to share with WBBR and WHAZ, whose allotments of time remain the same. WFAB was purchased from Paul A. Harron and Joseph Lang, operators of WHOM, Jersey City. Mr. Harron is also former part owner of WPEN-WRAX, Philadelphia.

Film Group Plans Show

USE OF its entire list of contract players will be made by Republic Productions, Hollywood film studio, in the weekly half-hour radio show now being prepared for sponsorship. Program will be divided into a musical variety and serial drama, with either Gene Autry or Roy Rogers as master-of-ceremonies. It is being written by Beverly Barnett, formerly head of the studio's Hollywood publicity department, who conceived the idea of a weekly program. Owen Crump, formerly of KFWB, Hollywood, has joined Barnett to produce the series. Barnett will also handle the business end of the program as well as coproduce with Crump.

AMERICAN MEAT Co., Cleveland, believes in plugging its daily early morning spot announcement on WGAR. Another spot has been purchased an hour earlier, calling attention to the spot to follow later.

Active NAB Copyright Drive Promised Third District Group

Miller Tells of Plans for Aggressive Campaign; Music, IRNA, Audit, Publicity Discussed

COMPREHENSIVE plans of the new NAB to perform aggressively for the industry on all radio fronts were outlined to some 50 Eastern broadcasters Sept. 10 by Neville Miller, NAB president, and members of his headquarters staff.

Mr. McCullough

Addressing the first meeting of the Third District of the NAB, comprising stations in Pennsylvania, New Jersey and Delaware, Mr. Miller declared the new organization proposed to make copyright its first order of business but that other radio problems would not be ignored. He declared the plan was to make haste slowly and to be fully informed on all aspects of radio's problems before embarking on any controversial undertakings.

Clair McCullough, general manager of the Mason-Dixon Group and Third District director, presided at the meeting which was followed by state meetings for Pennsylvania and New Jersey. Among others who addressed the session were Edwin M. Spence, secretary-treasurer, Ed Kirby, NAB public relations director, and Paul F. Peter, research director. Each outlined phases of his particular operations and asked for the cooperation of stations.

Primer and Speakers' Bureau

Mr. Kirby told of plans of the NAB to release shortly a "radio primer" outlining the fundamentals of broadcasting by the American plan and also an educational pamphlet. The primer, he said, will be distributed to impart to people in all walks of life a basic knowledge of what American radio is doing. He said the NAB planned to set up a national speakers' bureau and to have state bureaus function under it. Those designated as speakers would be expected to appear before Rotary, luncheon and other local clubs to tell radio's story.

Mr. Peter, as research director, explained that his office was attempting to gather basic data on various phases of radio activity so it will have the answers to the questions most often asked. He implored broadcasters to respond promptly to the questionnaires now being sent them in order to make available the best possible cross-section of industry data.

Isaac D. Levy, part owner of WCAU, Philadelphia, and a stormy figure in NAB activities largely due to copyright, made his first appearance at an NAB session since he rejoined the organization earlier this year. He reiterated his opposition to the "per piece" method of copyright performance on the ground that the cost would be prohibitive. The present percentage basis, he said, is far more practicable, although he declared the costs were too high. He expressed confidence in the new NAB organization and in Mr. Miller and declared he was gratified to hear Mr. Miller say that he intended moving slowly on the copyright front.

Asked by Chairman McCullough about the licensing efforts of the Society of European Stage Authors & Composers, Mr. Levy explained that WCAU is in litigation with that organization. He said SESAC originally held certain foreign catalogs which were not essential in radio performance but that several "hillbilly" catalogs were procured in an effort to force stations to take its license. SESAC is suing WCAU in the Federal District Court in Philadelphia and on Sept. 22 the court will act on the WCAU motion to dismiss the proceeding. Mr. Levy said that even if the court should decide against the dismissal, WCAU proposes to fight the SESAC action.

The musicians situation came in for discussion, with Frank Smith, general manager of WWSW, Pittsburgh, and a member of the independent station negotiating committee, outlining the status of the negotiations. He asked independent stations to follow through on filing their contracts with the committee ahead of the new Sept. 23 "deadline" set by A. F. of M. About 50% of the independents thus far have sent in their certificates and about 10% the actual contracts, he declared.

Political Dilemma

Political broadcasting was discussed by President Miller. He said the present confusion probably can only be cleared up by action of Congress and consultation with the FCC. The dilemma, he said, grows out of the fact that the law and the regulations are ambiguous. While "nobody has been hurt as yet" because of the political section, he said it does not mean that "we can't get hurt" and for that reason he was desirous of seeing the situation corrected.

Samuel R. Rosenbaum, president of WFIL, and chairman of Independent Radio Network Affiliates, explained the whys and wherefores of IRNA. He also discussed the recent action of the organization in establishing itself as a permanent group, functioning under the NAB, and its plan to participate in the chain-monopoly investigation of the FCC. He suggested that non-network stations take steps to express their views at the investigation.

The question of setting up a yardstick on station coverage was raised by William H. Appleby, commercial manager of WPG, Atlantic City, who has been fostering a private organization to undertake the task. Declaring he has found lots of reaction in favor of such a move, he said that a great amount of advertising money has been diverted to other media because of radio's failure to set up a counterpart to the Audit Bureau of Circulations in the publishing field.

PERCHED on piano, Harry Lytle, announcer at WOSU, Ohio State University outlet, Columbus, demonstrates how a swing session has to be conducted to please today's crop of college swingsters. Recently the University business office was driven as wild as Enthusiast Lytle when all 13 phone trunks coming into the campus were clogged for an entire evening by calls for request numbers for WOSU's 3-hour *Saturday Night Dance Party*, sponsored by OSU Council of Fraternity Presidents.

Mr. Appleby specifically asked Mr. Peter regarding the status of the efforts of the Joint Committee on Radio Research which for the last three years has been considering the whole matter of an audit bureau. After outlining the difficulties encountered in the project, Mr. Peter said it was his view that the NAB membership had not shown sufficient interest in the project. The complexities of the problem are numerous, he declared, adding his view that it is "vital".

Present at the session, aside from the NAB representatives, were J. Richard Bauman, WILM; J. Robert Gulick, WORK; Howard Frazier, WSNJ; Gorman Walsh, WDEL; Ralph R. Brunton, KJBS-KQV, an NAB director; C. G. Moss, WKBO; A. W. Dannenbaum Jr., and Pat Stanton, WDAS; Isaac D. Levy, Dr. Leon Levy, and Ken Stowman, WCAU; B. B. Musselman, WCBA; Clifford Chafey, WEEU; Theodore C. Streibert, WOR; George Jay and W. V. Person, WRAK; Melvin Lahr, WKOK; Roy Thompson, WFBG; J. C. Tully, WJAC; Walter O. Miller, WGAL; Frank Megargee, George Coleman and Jerry White, WGBI; Col. J. H. Steinman, WGAL; Leonard Kapner, WCAE; N. L. Wilson and Ray White, WAWZ; Samuel Rosenbaum and Roger W. Clipp, WFIL; Douglas Hibbs, WTEL; Hugh Brennen Jr., and John Laux, WJAS, KQV and WHJB; Ed Dumbauld, WMBS; Elwood Anderson, WEST; Bob Horn, WCAM; William Appleby, WPG; A. Heine, WCAM; Leslie Joy, KYW; John W. Norton, NBC; Paul F. Harron, WHOM; Miss Hyla Kiczales and Arthur Simon, WPEN; Benedict Gimbel, Jr., James Allen, and Clifford Harris, WIP; Frank R. Smith Jr., WWSW; S. R. Baltimore, WBRE; Sydney Kaplan, WCAM, and Joseph M. Nassau, WIBG.

Film Plug Action In Pennsylvania

State Group Urges Stations to Take Suitable Steps

A RESOLUTION asking broadcasters "to take such steps as may be appropriate to restrict the amount of free publicity given motion pictures by radio" was adopted by the Pennsylvania Association of Broadcasters at a meeting in Philadelphia, Sept. 9. The resolution was offered by Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Network Affiliates.

C. G. Moss, manager of WKBO, Harrisburg, was reelected president of the Association. Clifford Chafey of WEEU, Reading, was reelected vice-president, and C. R. McCullough, general manager of the Mason-Dixon Group, was reelected secretary. Dr. Leon Levy, president of WCAU, Philadelphia, was elected treasurer.

The newly-elected officials were named to serve as an executive committee until the next meeting. A committee of three, comprising Messrs. Rosenbaum, chairman, McCullough and Arthur Simon, manager of WPEN, Philadelphia, was named to draw up by-laws to be presented to the association at its next regular meeting.

The resolution on the motion picture situation developed after a general discussion. It follows in full:

"RESOLVED, That the Pennsylvania Association of Broadcasters deplores the discourtesy displayed by the Motion Picture industry in the announcements made recently in connection with the present promotional drive that it is concentrating its expenditures on publicity in other media than radio; the Association calls this to the attention of all broadcasters and invites each one to take such steps as may be appropriate to restrict the amount of free publicity given motion pictures by radio."

Present at the sessions were Joseph M. Nassau, WIBG; A. W. Dannenbaum, Jr., and Pat Stanton, WDAS; Elwood Anderson, WEST; S. R. Baltimore, WBRE; Basse Beck, WKOK; Clifford Chafey, WEEU; Sam Rosenbaum and Roger Clipp, WFIL; Frank Megargee, George Coleman and Jerry White, WGBI; Ed Dunbauld, WNBS; J. Robert Gulick, WORK; Douglas Hibbs, WTEL; George Joy, and W. V. Person, WRAK; Melvin Lahr, WKOK; Col. J. Hale Steinman, WGAL and Walter Miller, WGAL; C. G. Moss, WKBO; B. B. Musselman, WCBA; Miss Hyla Kiczales and Arthur Simon, WPEN; Frank Smith, WWSW; Dr. Leon Levy, Isaac D. Levy, and Ken Stowman, WCAU; Roy Thompson, WFBG; J. C. Tulley, WJAC; Benedict Gimbel Jr., James Allen and Clifford Harris, WIP; Hugh Brennen, and John Laux, WHJB-KQV; Leslie Joy, KYW, and Leonard Kapner, WCAE.

Lea & Perrins on 28

LEA & PERRINS, New York (sauce), on Sept. 26 will start a spot campaign of two weekly nighttime announcements on WFBR WGSD WEEI WBEN WKRC WBBM WGAR KRLD KLZ WWJ KPRC WFBM KMBC KNX WAVE WREC WIOD WCCO WWL KOMA WOW WCAU KGW KTSA KGO KOMO KMOX WRC. Schwimmer & Scott, Chicago, has the account.

College Program Directs Appeal to Common People

KYW Series Uses a Mythical Mr. Public as a Foil

DESIGNED to demonstrate how the benefits of 200 years of learning may be made available to the average person, *The University of Pennsylvania Question Box* has successfully completed its inaugural 14-week run on KYW, Philadelphia.

The idea of bringing outstanding authorities to the studio, letting them speak and then querying them through a "common people's spokesman" originated with Leslie Joy, general manager of KYW, who was instrumental in securing appointment of a radio committee by the University of Pennsylvania. Previously the University had been cool to radio, but after conferences with Dr. James T. Young, of the University's political science department; Dr. Herman S. Hettinger, assistant professor of marketing and well-known writer on broadcasting problems; Edmund H. Rogers, Penn alumnus and partner of the Jerome B. Gray Adv. Agency; and Jerry Crowley, advertising and publicity representative, a weekly quarter-hour covering a variety of subjects was conceived.

Avoiding Usual Flaws

The discussions revealed several factors likely to hurt the average educational program, among them the professorial manner, the mental gap between college professors and the ordinary man, the common "educational program formula". The *Question Box* approached the problem with the idea of giving the ordinary person a chance to ask questions and do some thinking of his own. To do this, "John Public" was created and executed by Mr. Crowley.

Dr. Young, together with John Public, presented a diversified list of weekly guests. Among them were Dr. S. S. Huebner, nationally known authority on insurance; Lawson Robertson, four times U. S. Olympic and Penn track coach; Hiram S. Lukens, of the University's Towne Scientific School. Hon. Roland S. Morris, former Ambassador to Japan and a member of the Pennsylvania faculty, has agreed to open the series next fall if it is renewed.

Guests were arranged so that two similar speakers did not follow each other. On questions of "Family Budget", "Freedom of Speech and Press", "The Foreigner, a Future Citizen", "Your Home and Its Taxes", or "Social Security", John Public could be argumentative in his style, while in a discussion on "Chemistry and the Average Citizen", "Legal Aid" or any technical subject he had to switch from arguing to questioning in order to bring out the desired points.

Each script was visualized in a first meeting with the guests. Then it was rewritten with an eye to the microphone rather than the classroom. In its final form, the script was a discussion that could easily be an informal parlor talk in any ordinary home with a distinguished visitor.

Mail response showed that people were listening, according to KYW. Several sponsors wanted to take over the program, but it was declared doubtful that any proposal to sponsor such a program should be accepted unless it came from a company of comparable standing with an institution like the University.

GUEST SPEAKER on the final program of the *University of Pennsylvania Question Box* was Leslie Joy (center), manager of KYW, Philadelphia, and host to the program during its recent 14-week run. With Mr. Joy are Jerry Crowley, the "John Public", people's champion of the *Question Box* (left), and Dr. James T. Young, of the University's Political Science department.

MORE TWISTERS

Even the Top-Notchers Have Their Phobias

TONGUE-twisters more than often cause confusion among even the most lingually proficient announcers. Among embarrassing moments recalled by Andre Baruch was the time he announced that a Marine Roof program was originating on the "Maroon roof." David Ross, CBS poet-announcer, recalls recalls referring to Tito Guizar as "Tito Guitar and his romantic guizar." Anathema to Carlyle Stevens, who won a diction award, were words ending with "st" followed by other words beginning with the letter "s", such as "these analysts' statistics." And Ed Wynn had many a field day kidding Graham McNamee, when they were on the *Fire Chief* program together, recalling how the announcer called gasoline "gas-o-loon".

WSB School of the Air To Start Eighth Season

THE *Atlanta Journal's* WSB *School of the Air*, dedicated to the discovery, development and rewarding of talent among the grammar school and high school students of Georgia, will open its eighth annual series over WSB Oct. 17. The project will again be directed by Louis T. Rigdon, its founder, and Edythe Miller, known as "Georgia's Nightingale".

Today the *School of the Air* has a membership of over 300,000 students in 400 Georgia public schools, and has won from State Superintendent M. D. Collins designation as "the South's largest educational institution". Cooperating with WSB, the *Journal* station in broadcasting auditions will be WTOC, Savannah; WMAZ, Macon, and WRDW, Augusta. The 20 State winners in music and spoken English will be selected in auditions to receive a free trip to Radio City and the New York World's Fair. The high school winners will receive scholarships to leading Georgia colleges.

RADIO GOES TO SCHOOL

LOW COST table model RCA control cabinet for schools, incorporating a high fidelity receiver, phonograph turntable, microphone, monitoring loudspeaker, and switch controls for 20 classrooms, has been announced by W. L. Rothenberger, in charge of RCA-Victor's commercial sound activities. The new unit (MI-6718) permits distribution of radio broadcasts, recorded music and announcements to any or all classrooms, and provides two-way communication between the principal's office and any classroom by throwing a single switch. A program from any point in the school may be picked up and rebroadcast over the entire system.

CBS *American School of the Air* will start its tenth consecutive season Oct. 10. The first semester of the 1938-39 terms will be heard each school day, Monday through Friday, from 2:30 to 3 p. m. (EST). The National Education Assn. will again cooperate in preparing programs.

SEEKING the cooperation of schools and theatrical institutions for its new fall series of broadcasts of great plays, NBC is distributing a teachers' manual outlining the plays and giving supplementary reading material for students. Seventy state teachers' colleges, heads of college drama departments and several groups of parents and teachers have already indicated their support. The first program of the new season is scheduled for Oct. 16, and the series will embrace the period from early Greek tragedies to the newest Broadway hits.

WITH its own studios in the Cleveland Board of Education Building, WBOE, 500-watt shortwave educational broadcasting station (41,500 kc.), begins operating this month, its personnel consisting largely of supervisory and teaching staff of the local schools. J. D. Woodward has been retained as engineer in charge, according to an announcement by H. M. Buckley, assistant superintendent of Cleveland schools.

WTIC, Hartford, has turned over a Friday evening quarter-hour weekly to Connecticut State College's history department to present *History in the Headlines*, conducted by Prof. Andre Schenker.

COOPERATING with Indiana State Teachers College, WBOW, Terre Haute, broadcast a daily half-hour from the College's exhibit in the Education Bldg. at the Indiana State Fair in Indianapolis, Sept. 3-10, with radio students of the school handling newscasts, interviewing celebrities and describing the fair to listeners. The college paid wire tolls and donated space in its fair booth, while WBOW made no time charges. W. W. Behrman, head of WBOW, and Horace Capps, program director, worked out the arrangements with Dr. Clarence Morgan, radio director of the college, and John F. Sembower, director of public relations.

FOLLOWING the custom inaugurated last year, W8XWJ, Detroit ultra-high frequency adjunct of WWJ, has again extended its facilities to the Detroit Board of Education, and on Sept. 6 Frank Cody, superintendent of schools, started the school year with a special broadcast, for the first time in history addressing all the Detroit schools, teachers, pupils and parents simultaneously. The program also was carried by WWJ, Detroit.

RURAL music education experiment designed primarily for small schools is being tried this year [illegible] KIEM, Eureka, Cal., with daily [illegible] lesson outlines sent to teachers [illegible] Humboldt County schools and [illegible] afternoon broadcasts of the lesson for reception in schools with radios. Teachers use the lesson outlines and phonograph or piano if the school has no radio. Outlines, prepared by Marie Ostrander, rural supervisor of music for Humboldt County schools, provide catalogued selections of records used, along with supplementary data, included in the broadcast, which can be secured by individual teachers.

COLLEGE of the City of New York is offering a practical training course in radio this fall, conducted by Dr. Seymour N. Siegel, director of programs of WNYC, New York municipal station, and opening the facilities of the station to enrollees for actual broadcasting experience. Experts in particular fields of radio will appear as guest lecturers for the course, which is to be given Wednesday evenings.

SAFETY for children on the streets is featured in NBC-Red network's new program, *No School Today*, heard Saturday mornings. "Jolly Bill" Steinke will present stories and music.

PADEREWSKI, the noted pianist and former Polish premier, will be heard for the first time in America Sept. 25 in a recital from his villa in Switzerland during the *RCA Magic Key* program on NBC-Blue.

NYU Workshop Opening

NEW YORK UNIVERSITY Radio Workshop, under the direction of Douglas Coulter, CBS assistant program director, will open its fall session Sept. 19 with four non-credit evening courses for adults in planning, writing and producing radio broadcasts. The faculty will include William N. Robson, director of the CBS Workshop, teaching "Writing for Radio," Earl McGill, CBS casting director, "Laboratory Course in Radio Production and Direction"; and Robert S. Emerson, CBS assistant in production, "Radio Production". Mr. Coulter's course will be "Program Planning and Building and Special Broadcast Problems." This is the first year the Workshop has been offered during the regular academic course, having previously been conducted during the summer.

BILL COYLE, radio director of the *Washington Star*, owner of WMAL, Washington, will conduct a class in radio broadcasting technique to be offered this fall by Catholic University, Washington. Walter Kerr, former member of the Northwestern University school of speech, has joined the C. U. faculty to teach classes in playwriting, radio script writing and play direction.

TEACHING TEACHERS about education via radio was the mission of William R. Cline, WLS executive (left, leaning over desk) when he conferred with Illinois State educators on plans for the *Prairie Farmer-WLS School Time* program this fall. Seated is John A. Wieland, state superintendent of public instruction. Standing are other state school officials. In addition to the regular *School Time* series, WLS, in collaboration with the state, will also inaugurate a Monday night series called *Know Your Schools*, featuring discussion of school subjects by county superintendents.

Emphasizing the Umph in Education

Listening Incentive Need in Pedagogy Via Radio

By WALLACE SWINK
University of Kentucky Studios

AS THE school season gets under way, it again becomes apparent that educating by radio is more or less a matter of selling knowledge and understanding, just like soap or motor cars. There's a lot more to it than just laying facts on a platter and telling the student to gorge himself. While a few hors d'oeuvres do much to spruce up the educational diet, dressing the same old mutton as a new dish with a fancy name is what really turns the trick. These excerpts from Mr. Swink's address at the meeting of the National Association of Educational Broadcasters at the University of Kentucky Sept. 5-6, offer his slant at the radio-education problem, based on his experience both as an educator and as continuity writer for the U. of K. studios.

I ONCE took a course in comparative psychology. One of our experiments was to build a maze of small passageways. A white rat was released at one entrance to the maze, and the number of wrong movements and the time taken to reach a goal at the other end were recorded. This was a sort of intelligence test for rats. The faster they learned the maze with the least amount of errors, the more intelligent they were supposed to be.

But there was always one necessary form of procedure connected with the experiment that bothered me. I asked the professor "Why place food at the end of the maze?" "Why?" he asked, "Well, you wouldn't expect the rats to run the maze without a motive!" I reflected awhile . . . remembered a few times I went to sleep in his class, and then said, "It's a wonder you wouldn't give your students the same consideration."

I have often heard educators make the naive statement, "Well, if you don't want to study, what are you doing in school?" Chase & Sanborn might just as well say "If you cannot appreciate the truth of our advertisements, you have no business drinking our coffee." I wonder how long they'd stay in business.

Apply Ad Technique

I believe it would be a good idea if every college professor were forced to spend one year in the advertising game before he was permitted to teach. He'd soon find out that no matter how much a person needs an education, merely telling him a series of facts isn't enough. He must create the all powerful motive—not a motive that assures gratification ten years from now, but one which makes the student want to learn *right now!*

What do you think would happen to the advertising man who would write copy in the middle of August telling how nice a cup of Chase & Sanborn coffee would taste on a cold day in January? Yet that sort of thing is precisely what our educational overlords are trying to pan off on innocent students. "Study", they say, "Study hard for six or eight years—and *maybe*, some day, you'll be a famous doctor."

I don't know whose idea it was to put the *umph* in educational continuity. The idea probably just grew, but if any one person was responsible, he probably got the inspiration after listening to some professor read French verbs over the air.

If we were going to educate by radio, we must first discover the meaning of education. Was it exemplified by a perfunctory knowledge of French verbs learned by repeating slowly after the professor on the air? Was it a knowledge of the voracious habits of the species *Lepidoptera* gained from hearing the expressionless voice of a professor who, never having appeared in front of a microphone before, was so completely frightened you could hear him gasp between sentences?

If this was education, then radio had better stick to entertainment—and so it did; that is, until some one got the happy idea that perhaps both entertainment and education could be used together. After all, is there anything about entertainment that is fundamentally uneducational?

But how could one make the habits of the species *Lepidoptera* entertaining? Well, I dare say it can be done, if several million people flock to buy a worthless patent medicine just because it's connected with a few hillbilly songs. Of course, I don't mean that putting the *umph* in educational continuity would involve such a thing as "You've just heard Ace and his Troubadors playing *Flat Foot Floojie with a Floy Floy.* We will now hear Dr. Glotz, who will talk briefly on how to cure falling arches." This business of creating a motive for listening is a bit more involved than that. And after all is it the purpose of education by radio to cure falling arches? Is it the function of radio education to inform the people of the habits of the species *Lepidoptera?* Have we not a more extensive task? Isn't there a crying need, not for knowledge, but for education? In other words, teaching people how to live with their fellow men.

How is radio supplying that need? The answer lies in putting *umph* in educational continuties by taking the listeners into the actual situation thru vivid dramatic presentations.

No student likes to read about General Washington's maneuvers in the Revolutionary War, but who wouldn't like to go back and shake hands with the old boy—perhaps be invited to dinner at Mt. Vernon, or maybe accompany him on one of his battles? What lad wouldn't cherish the idea of watching the great Louis Pasteur making smallpox cultures on the eve of great discoveries? That's teaching life—dealing out in sharp dramatic blows the qualities that make a genius.

We once had a series of lectures on child psychology given over the air here at the studios. They were quite well written as far as lectures go, and covered some very salient facts . . . but in common parlance, they just "laid an egg". Why? Because our listeners had no motive for following the maze of ideas until they could reach the conclusion that might help them in raising their children. They became tired of running up the blind alleys of big words before the talk was two minutes old.

Mr. Sulzer, U. of K. director of radio, said, "Swink, put some *umph* in this." Well, I figured the professor knew what he was talking about and I read one of the scripts. It was a treatise on the basic motives that prompt human activities. There it was right there. If these were the basic motives, why not use them to prompt people into listening to the program. A list of these motives was given but out of them I culled the ones which seemed apropos for radio and listed them. First, ego satisfaction; and second, activity in progress. Other minor ones were sex and hunger. These first two were the main motives upon which I must work if I wanted to promote human activity in the form of absorbing a working knowledge of how to understand your children. Every advertising man knows how to use both of these. He knows that the most important thing to man is the sound of his own name, or in a more practical way, the sound of words which tell him of things connected with his own ideas and existence. The second is built up—or as Woodworth calls it, "activity in progress".

Universal Note

Any production manager knows what build up and movement means to drama. I knew that in order to get this idea over, I must sell it—so I decided to advertise. I took a woman's propensity for gossip as my theme. Of course, gossip is nothing more than another manifestation of ego satisfaction. I also knew that women liked to hear how much better off they were than others, so I went to the files of the child guidance service and took out some case histories and wrote them up in dramatic form, giving all the meaty details with a few flourishes added for dramatic effect, about some unfortunate little boy whom they would be sure was the little brat next door.

The script would start out with the mother talking to one of the psychologists at the university. Of course the mother would talk just like the brat's mother next door. She would confidentially explain her case which would fade into the drama. And after the climax, it would fade out into her plea for help—a plea which had already been answered in the minds of every listening mother who knows for certain that she could handle the brat if she had the chance. But anyway she wanted to hear what the doctor had to say—and she did.

Create Real Situations

The script accomplished its purpose. It created a problem—it gave the incentive for solving the problem—and finally showed a way to a solution. But more than that it portrayed the need for an understanding of these facts in such cases. It made the listeners realize that a scientific discovery is not something to be learned by rote to get a grade, but a dynamic solution to very real problems.

A professor of Money & Banking once said to his class . . . "I know this subject matter seems hard to you, but if you were in business and had to know it for your own immediate good, you'd see how quick you'd learn it." Never a more significant statement was ever made by any man! The only deplorable thing about it was that the professor never made the slightest attempt to try to create that real situation in the imaginations of his students so they, too, could have an immediate motive for learning.

Putting *umph* in educational continuity is precisely that—creating a real life situation in the imagination of the listener so that motives are aroused to command his undivided attention to the things to be learned.

Columbia U. Course

NEW RADIO course of Columbia University, designed to present a large-scale and comprehensive survey of the radio world, will have 26 guest lecturers, representing all branches of the industry, including Arthur Pryor Jr., BBDO; Paul Kesten, CBS; Orson Welles; John Carlile, CBS; Walter Pierson, CBS; Lewis Titterton, NBC; Frank Stanton, CBS; Dwight Weist, actor; Clarence Goshorn, Benton & Bowles; Douglas Coulter, CBS; Jack Johnstone, Biow Co.; Anne Hummert, Blackett-Sample-Hummert; Felix Greene, BBC; Franklin Dunham, NBC; Merrill Denison, radio writer; Thomas Hutchinson, NBC television; Sidonie Gruenberg, child study expert; Cesar Saerchinger, former European director, CBS; *Voice of Experience*; Upton Close, Commentator; Sterling Fisher, CBS; Clifton Fadiman of *Information, Please;* Rudy Vallee, Margaret Cuthbert, NBC. Erick Barnouw directs the course.

ROBERT E. FREER, of Ohio, has been reappointed by President Roosevelt as a member of the Federal Trade Commission. Mr. Freer is vice-chairman of the FTC.

St. Louis'

Newest

Full Time Radio Station

KXOK

1000 WATTS

Nationally Represented by

WEED & COMPANY

KXOK offers a new approach to valuable sales in St. Louis, the nation's eighth biggest market. An entirely new station in this rich market giving St. Louis new entertainment, attracting new listeners—and making new sales for its advertisers. With the backing of a great publication, the St. Louis Star-Times, KXOK presents advertisers unequalled opportunities for reaching and holding the St. Louis audience.

OWNED AND OPERATED BY THE

ST. LOUIS STAR-TIMES

ST. LOUIS, MISSOURI

FCC Will Decide WLW Case Before Adopting New Rules

Record Is Closed in Superpower Proceedings; NBC Comes Out Flatly in Favor of High Power

WITH the filing of briefs by a half-dozen of the parties involved, the formal record on the superpower hearings of last June was closed Sept. 6.

The whole question of new broadcast allocations, including use of power in excess of 50,000 watts and retention of clear channels as such, is involved in the proceeding. Hearings were held June 6-29 before the FCC Superpower Committee on proposed new rules and regulations designed to conform with the Havana allocations treaty.

With the closing of the written record it became evident that the Superpower Committee proposes to dispose of the WLW power case before tackling revision of rules and regulations. Hearings were held before the same committee July 18-29 on the WLW application for renewal of its special experimental license to operate with 500 kw. Presumably the theory is that the WLW case can be handled independently and need not be decided simultaneously with revision of rules and regulations.

Drafting of Reports

George B. Porter, assistant general counsel, who served as chief FCC counsel both at the superpower hearings and the WLW proceeding, and Ralph Walker, senior attorney who assisted him, are understood to be handling the preliminary drafts of the Superpower Committee's findings in both cases. It would not be surprising if the Superpower Committee acted on the WLW matter early in October, submitting its findings in a committee report. Exceptions to those findings and oral arguments before the full FCC would be in order under the procedure established. Members of the Superpower Committee are Commissioners Case, chairman; Craven, vice-chairman, and Payne, with Chairman McNinch as ex-officio member.

While it is admittedly difficult at this writing to predict the time of the committee's action on the rules and regulations, the report is expected to be available by mid-November. However, it is not anticipated that final action will be taken by the FCC on either the rules and regulations or the WLW matter until well after the first of the year.

NBC Favors Superpower

The report on the proposed allocations is expected to be a nonlegal document, on the theory that the hearings were more administrative than judicial. It is possible the report will follow the form of the Craven social and economic treatise of early this year [BROADCASTING, Feb. 15]. The engineering and accounting departments as well as the law department are collaborating with the committee in the preparation of the two reports.

While the briefs filed with the FCC Sept. 6 by respondents were largely summations of evidence, there were surprises. NBC, for example, in its brief filed through its counsel, A. L. Ashby, P. J. Hennessey Jr. and Henry Ladner, came out flatly in favor of superpower. It was the network's first unqualified expression of that sort. CBS, on the other hand, filed no brief but may be represented in oral arguments following release of the committee's report.

A report of some 300 pages, including more than 60 full-page exhibits of which many were in color, as well as a number of reference tables, was submitted on behalf of the Clear Channel Group by Louis G. Caldwell, its counsel. National Association of Regional Broadcast Stations, represented by Paul D. P. Spearman, submitted a 65-page brief supporting its contentions against superpower and in favor of clear-channel duplication. The WLW brief filed by Duke M. Patrick, chief counsel for Crosley, was of about the same length. Other briefs filed included those of National Independent Broadcasters representing local stations; and those of WOR, WCAU, WHKC and WQXR.

NBC, in discussing the superpower issues, said it stood squarely alongside those "who have urged the Commission to modify the absolute limitation on power contained in Rule 31.2 so as to permit the operation with power in excess of 50 kw. by any Class I-A station which proves upon a hearing that such operation will best serve the public interest."

NBC said it takes this position notwithstanding the fact that its network business is conducted through some 150 stations of all classes out of which total not more than 16 stations, divided between two networks, are potential Class I-A stations. NBC added that its regional and local affiliates deliver primary service day in and day out, each to its own area "and there is no satisfactory substitute for primary service in urban areas." It added, however, that the combined nighttime coverage of all regional and local stations in the United States is only 18.2% of the country's area and 58.8% of the country's population.

"If the Commission," the NBC brief states, "by a positive regulatory prohibition, limits the power of dominant clear-channel stations to 50 kw., it necessarily imposes quantitative and qualitative limitations on broadcasting service particularly during night-time hours, which are the most valuable hours both in terms of audience (a social consideration) and revenue (an economic consideration)."

Effect on Competition

Alluding to the low standards technically that would be established under limitation on power, NBC said the first effect would probably be felt in competition with other media for national advertising revenue because national advertisers require national coverage. It pointed out NBC's business is primarily national advertising. "But any unfavorable repercussions in the field of national network advertising will have an adverse effect upon local advertising and local and regional stations, and finally the listener," it is stated.

In conclusion, NBC said that its experience has been that previous power increases have not created unfair or intolerable competitive conditions within the industry. It said it was not unmindful of the possibility that 25 Class I-A stations, each operating with power of 500 kw. or more, might bring about changes in present methods of network operation, but it added, it was not at all apprehensive about changes which signify the continuing improvement of broadcasting service and the development of broadcasting as an industry because it is willing to conform to such changes. Rather it is concerned lest a limitation on power deprive a large number of listeners dependent upon secondary service of the benefits of higher power and preclude the entire industry from keeping pace with external competitors because of its inability to serve all parts of the country.

Regional Position

In the regional brief, Mr. Spearman renewed his plea against 500 kw. and for duplication of stations on clear channels.

Supplementing the argument that 50 kw. maximum power should be specified in the new broadcast rules, NARBS contended that the operation of Class II stations, or those with power up to 50 kw., should be permitted on an unlimited time basis on the same frequencies occupied by Class I-A stations, or those using minimum power of 50 kw. Under the proposed regulations there would be no duplication on the 25 channels set aside for Class I-A operation. Mr. Spearman contended this could be done legally without violating the North American Regional Broadcast Agreement signed at Havana last December.

At the same time the NARBS brief asked that maximum regional power be fixed at 5,000 watts and that regional stations which are now free from interference beyond their one millivolt nighttime contours "be protected from interference to the same geographic areas which they now serve."

It was contended that operation

(*Continued on page 58*)

Restricting Swing

SWING adaptation of Erin's *Wearing of the Green* has been banned on WGES, WSBC, WCBD, Chicago and WEMP, Milwaukee, after scores of phone calls and letters protested against the liberties taken with the traditional Irish melody. The same policy regarding other swing tunes is being enforced on the stations where there is any possibility of offending sentimental ties of other nationalities or races.

NBC Affiliates Disagree on Superpower; Rosenbaum Discounts Kiggins' Letter

THE "superpower" issue became a matter of concern among NBC affiliated stations during the last fortnight after Keith Kiggins, NBC station relations manager, had sent a letter to all NBC affiliates calling their attention to NBC's support of a change in FCC regulations to permit use of power in excess of 50,000 watts.

After receipt of Mr. Kiggins' letter, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, declared Sept. 7 that many NBC affiliates had taken exception to the letter. He expressed the view that the letter was "probably due to excess enthusiasm very naturally felt by Mr. Kiggins on behalf of his company."

Mr. Kiggins' letter was accompanied by a copy of the brief which NBC filed with the FCC in behalf of KPO and in connection with proposed new rules and regulations in which the superpower issue is involved. It said that after careful consideration and mature deliberation as to all phases of this matter "we have arrived at the conclusion that the interest of the entire industry would best be served by a modification of existing rules so as to permit operation with power in excess of 50 kw. by any Class I-A station which proves upon a hearing that such operation will best serve the public interest."

Mr. Kiggins pointed out, as did the NBC brief, that in the early radio conferences of 1923 and 1924, 5 kw. operation was regarded by some as superpower and as a menace. "To have fixed, at that time, a ceiling of power at 1 kw. would have blocked the development of broadcasting, with a result that many people of this country would have been denied adequate radio reception and radio would not have become the valuable advertising medium which it is today," it was stated.

"We believe that to fix at this time a ceiling of power at 50 kw. will, for similar reasons, prevent the development of broadcasting and will be just as detrimental, as explained in the enclosed brief, to regional and local stations as to clear channel stations."

In commenting on the letter, Mr. Rosenbaum said that IRNA has constituents among clear channel stations as well as those which are regionals and cannot enter into the controversy as an organization.

"As far as Mr. Kiggins' letter to NBC affiliates is concerned," Mr. Rosenbaum said, "in which he expressed the view that superpower is in the best interest of the 'entire industry', it can only be said that the brief filed by NBC, a copy of which was enclosed in Mr. Kiggins' letter, makes no claim for anyone except NBC and particularly for its station KPO in San Francisco. The expression in Mr. Kiggins' letter to which many NBC affiliates take exception, is probably due to a little excess enthusiasm very naturally felt by Mr. Kiggins on behalf of his company."

Examiners Upheld In Four of Five Cases by the FCC

Survey Indicates 628 Reports Sustained, 125 Reversed

RECOMMENDATIONS of FCC examiners have been upheld by the Commission in more than four out of five docket cases pertaining to broadcasting that have been decided since the Commission was founded in July, 1934.

Out of 939 docket cases heard and reported by the examining staff under Col. Davis G. Arnold, chief examiner, up to Sept. 1, 1938, an analysis of the docket reveals 628 examiners' reports were sustained, 125 reversed, five sustained in part. Fourteen were neither sustained nor reversed, either being dismissed or requiring no action.

Many Reports Pending

As of Sept. 1, there were 167 examiners' reports still pending Commission action, a few of which were decided during the first two weeks in September and many more of which will be finally disposed of during the remainder of this year. For the most part, the early September decisions also sustained the examiners.

On a percentage basis, 83.4% of the cases heard by examiners and decided by the Commission resulted in decisions upholding the examiners' recommendations. The reversals ran 16.6%.

Among the 939 docket cases heard and reported up to Sept. 1, 53 involved proposed transfers of ownership. The examiners recommended granting of 35 and denial or dismissal of 18. Actually, the Commission granted 27, denied or dismissed only eight and had 18 left to be decided.

The examining staff consists of eight examiners with Ralph Walker having recently switched over to the legal staff and Tyler Berry coming over from the law department to take his place. The records of the individual examiners since the Commission was founded are shown in the box in the adjacent column.

Quaker Farm Discs

QUAKER OATS Co., Chicago (Ful O'Pep poultry feeds), on Sept. 24 will start an half-hour disc series to be broadcast Saturday noons on WLS WMC KWTO WGY KYW KDKA WMT WIOD WJAX KFEQ WSUN. The series began on WLS several months ago and was expanded to the above markets following a successful test. The discs consist of interviews relating to agricultural problems. Benton & Bowles, Chicago, has the account.

Morrell Fall Spots

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, hams), has started a series of 20 spot announcements and participations weekly on the following stations for its hams: KDKA WBEN WGY WGBI WFLB WJSV WRC. For Red Heart dog food, the *Bob Becker* series on 23 NBC-Red stations is supplemented by participations on WOR WFAA KPRC. Henri, Hurst & McDonald, Chicago, is agency.

DISPOSITION OF FCC DOCKET CASES

Examiners' Records: July, 1934 - Sept. 1, 1938

Examiner	*Total Reported*	*Sustained*	*Reversed*	*Sustained in part*	*Not Sustained or Reversed*	*Pending Commission Action*
Davis G. Arnold	24	9	2	..	..	13
Tyler Berry	65	43	4	..	1	17
John P. Bramhall	117	67	21	..	..	29
Malvin H. Dalberg	164	110	29	..	3	22
George H. Hill	163	124	13	1	3	22
R. H. Hyde	90	59	11	1	1	18
Robert L. Irwin	52	32	6	..	..	14
P. W. Seward	156	103	20	1	..	32
Ralph Walker	108	81	19	2	6	..
Totals	939	628	125	5	14	167

FCC Bar Association Recommends Big Change in Practice, Procedure Rules

FAR-REACHING changes in the proposed new rules of practice and procedure of the FCC, designed to anchor responsibility with the Commission itself rather than with subordinates, were recommended Sept. 12 by the Committee on Practice and Procedure of the Federal Communications Bar Association.

The report of the committee, published in the Journal of the organization, was sent for criticism to its membership of attorneys practicing before the FCC. Replies were requested within 30 days, after which the executive committee will shape the final report for submission to the Commission by Oct. 15.

The committee suggested that the Commission be requested to hold an informal conference or hearing presided over by one or more commissioners, at which time suggestions and recommendations of the Bar Association could be presented and discussed. Under the plan originally outlined by the FCC, the proposed changes would be discussed at an informal conference with the Rules Committee of FCC department heads.

Tighten Formal Procedure

The committee, comprising four Washington practitioners before the FCC and two of New York, suggested a number of drastic changes in FCC procedure. It urged that the practice before the Commission in the future conform more closely to the new Federal rules of civil procedure which become effective this month for the Federal courts and which have been adopted by the Supreme Court. Tightening up of all provisions dealing with formal matters before the Commission is proposed.

Repeal of the controverted "two-year rule" which prevents FCC legal employes from practicing before the Commission for two years after their retirement from government service, suggested in the Commission's original draft, was given the support of the Bar committee. It suggested deletion of a sentence which it claimed was unnecessary but otherwise placed its stamp of approval on this controverted provision.

Possibly the most provocative suggestion in the committee's report was that, in order to have FCC practice conform with other administrative agencies, the Commission itself specifically designate the person, examiner or commissioner who is to preside at hearings and also the subject matter to be covered. Under existing procedure, examiners presumably are not designated by the Commission but are assigned in routine fashion. All of the examiners' reports contain recommendations to the Commission whereas, under the suggested procedure, the examiners would be instructed as to whether they should make recommendations and as to the precise issues to be covered.

1934 Rules Now Used

New procedure for petitions or rehearing, notice to applicants and general procedure also is suggested.

The FCC's proposed rules were made public July 11, at which time they were submitted to the Bar Association for criticism. They were drafted by the Rules Committee of the FCC, made up of department heads, and are designed to supersede regulations which have been in force and substantially unchanged since the FCC was created in 1934. The Bar Association's committee comprises Arthur W. Scharfeld, chairman; Frank Robertson, former FCC assistant general counsel; Donald C. Beelar and Carl A. Smith, Washington members, and S. F. Landon and Chester H. Wiggin, of New York. The latter two were unable to participate in deliberations of the committee or preparation of the report, it was stated, but gave "valuable suggestions" which were reflected in it.

Urge Motion Docket

In suggesting that the new Federal rules on court procedure be applied to the FCC provisions, the committee declared that they could be readily applied to the communications practice and also would tend to facilitate the handling of matters by attorneys in general practice who are already familiar with the Federal court rules. The committee supported the suggestion that a Motion Docket be set up within the FCC but recommended that a commissioner be designated to preside rather than any other FCC employe. It was held that this development would be an "important innovation" which would tend to overcome the disadvantages of the present method of handling motions, petitions and other pleadings.

In connection with the suggested new procedure regarding handling of cases by examiners or commissioners, the committee said its pro-

(*Continued on page 46*)

KXOK, in St. Louis, To Debut Sept. 19

No Gala Inaugural Scheduled; Weiler Named to Head Sales

KXOK, owned and operated by the *St. Louis Star-Times*, will go on the air Sept. 19, according to Ray V. Hamilton, manager of *Star-Times* radio properties, which include, in addition to the new station, KFRU in Columbia, Mo., and two shortwave experimental stations in St. Louis. On the commercial staff in charge of sales is Walter E. Weiler of St. Louis. Weed & Co. is the national representative.

Opening of KXOK, 1,000 watts full time on 1250 kc., will mark the first granting of a full-time regional license in a metropolitan area in several years.

Departing from the usual dedicatory program, KXOK will begin its operations by carrying the first feature of its regular Monday schedule, when it goes on the air at 6 a. m., Sept. 19. Executives of the station announced the opening programs would be typical of those to be heard in regular operation.

To Build Own Shows

KXOK will operate independently of network connections although frequent interchange of programs will be carried with KFRU. The policy of the station will be to originate and build its own shows, using live talent, rather than to depend on recorded features.

Programming is under the supervision of Allen Franklin, program director, formerly of WLW, Cincinnati. Blaine Cornwell, from KVOO, Tulsa, is production manager, and Bruce Barrington, from WEBQ, Harrisburg, Ill., is news editor and commentator.

Staff personnel includes Jerry Burns, from KITE, Kansas City; Paul Aurandt, from KOMA, Oklahoma City; Bert Metcalf from WAAT, Jersey City; Bob Lyle, from WTAZ, Springfield, Ill.; Betty Arnold, from WLW, Cincinnati; Harry Colman, from KVOO, Tulsa; Lloyd Anderson, from WILL, Champaign, Ill.; the Barnes family, from WWL, New Orleans; Alex Buchan, from WEW, St. Louis; Jack Beck, of St. Louis.

Carl Rossow, St. Louis conductor has been signed as musical director of the station. The musical staff will include Norman Paule, Clark Sparks, June Curran, Jeanne Renard, Francis E. Jones, the Mast Sisters and Corleen Davis.

The studios of KXOK are located on the fourth floor of the Star-Times Bldg., 12th and Delmar Boulevards. Three in number, they are of the isolated wall type as designed by the NBC Engineering Survey Service. They are acoustically treated with U. S. Gypsum Co. materials and are air conditioned throughout.

The RCA transmitter is located in Venice, Ill. The two towers for the antenna system are Truscon self-supporting radiators, 180 feet high.

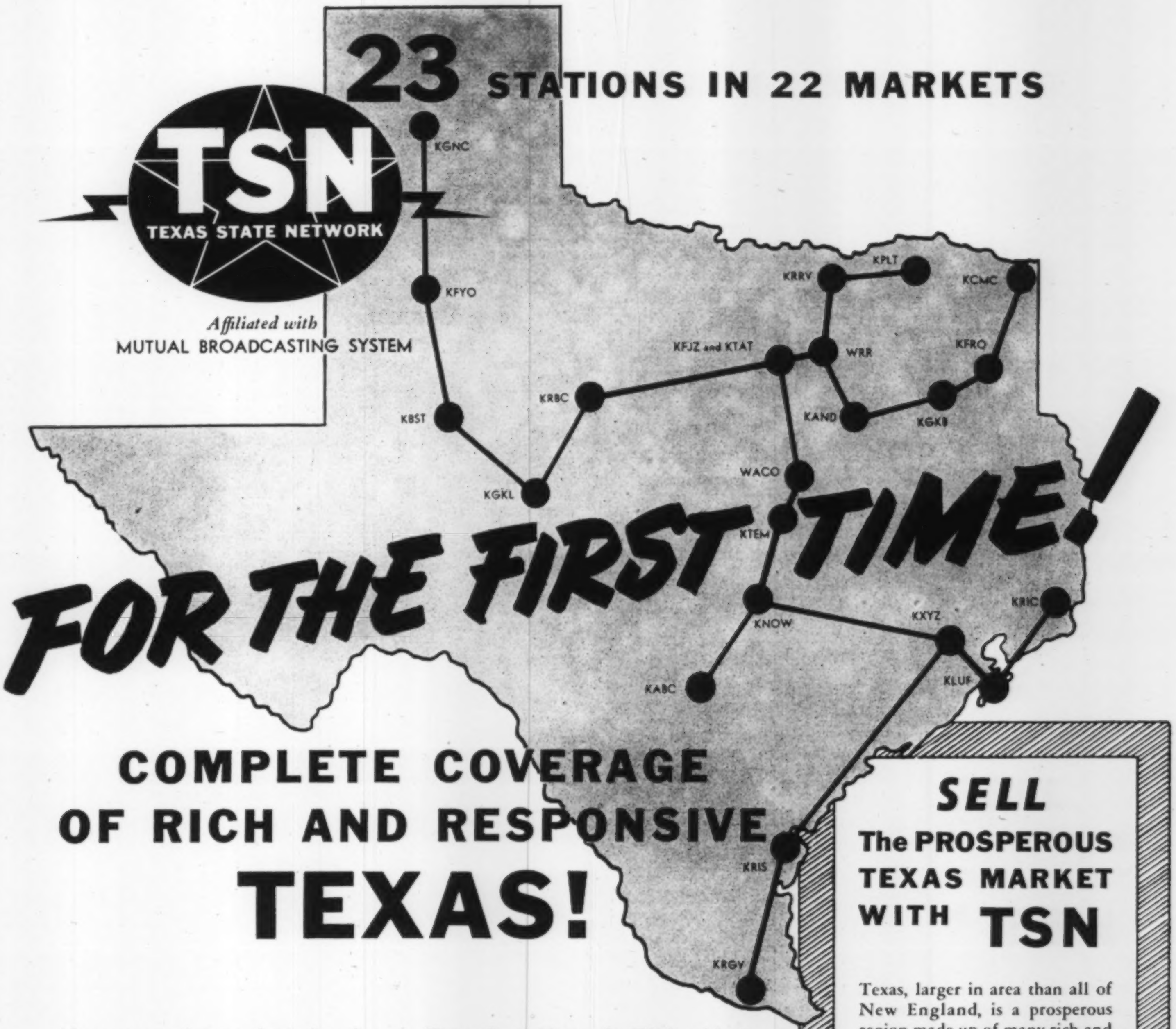
SPORTS EDITORS of American college publications will predict the results of each Saturday's big football games in *Campus Capers*, to be heard Saturdays at 1:30-2 p. m. on NBC-Red, starting Sept. 24.

KXOK, new St. Louis station, will carry nine midwestern football games under sponsorship of Greisedick Bros., St. Louis.

23 STATIONS IN 22 MARKETS

TSN
TEXAS STATE NETWORK

Affiliated with
MUTUAL BROADCASTING SYSTEM



FOR THE FIRST TIME!

COMPLETE COVERAGE OF RICH AND RESPONSIVE

TEXAS!

If you want sales, go after sales where sales are being made—TEXAS. Business maps and surveys show one clear fact that no sales-minded executive can afford to overlook: *Texas is the largest bright-spot market in America!* Texas offers advertisers more customers *with money to spend* than any other state in the Union.

If you want complete, effective and economical radio coverage of the richest markets in Texas, use the *new* Texas State Network. TSN, with 23 stations in 22 major Texas cities, is the first network to offer advertisers such complete coverage. 99.3% of Texas' radio homes are in the area served by the Texas State Network!

Complete coverage is only one advantage that TSN offers. Get the facts about TSN's many advantages. Learn how you can do a low-cost selling job with America's most flexible regional network!

SELL
The PROSPEROUS TEXAS MARKET WITH TSN

Texas, larger in area than all of New England, is a prosperous region made up of many rich and responsive markets served by the stations of the Texas State Network. Texas in 1936 had a *spendable* income of $2,300,000,000.00 (billions) and in 1937 retail sales totaled $1,666,880,000.00! TSN, with 23 stations strategically located in 22 major markets, makes possible for the first time complete radio coverage of this great state, with a population in excess of six millions!

WRITE, WIRE OR 'PHONE FOR INFORMATION

Texas State Network, Inc.

ELLIOTT ROOSEVELT, President
NEAL BARRETT, Executive Vice-President
GENERAL OFFICES: 1119 West Lancaster, FORT WORTH
Business Offices in New York, Detroit and Chicago . . . Key Stations: KFJZ or KTAT, Fort Worth, and WRR, Dallas

Purported Results Of News Surveys Belittled by NAB

Miller Describes Articles as Misleading, Unauthorized

PUBLICATION of purported results of the news broadcast survey conducted by the NAB last June drew a strong denial Sept. 3 of their veracity from Neville Miller, NAB president.

In a statement issued from Centerville, Cape Cod, Mass., where he was vacationing, Mr. Miller declared that no such survey had been released by the NAB, which was the only agency in radio empowered to make the release. The published reports indicated that 13% of the news broadcasts were "biased".

In addressing the NAB district meeting in Philadelphia Sept. 10, attended by some 50 broadcasters of Pennsylvania, New Jersey and Delaware Mr. Miller challenged the accuracy of the published reports, asserting they painted the blackest possible picture.

The actual results of the survey will not be released, he declared, until an intelligent report can be written. He added, however, that it was his view that the news broadcast situation is "very healthy" and that broadcasters have nothing over which to be alarmed. "If the report had been any better they would have said that it had been doctored and that nothing could have been that perfect."

The survey was undertaken by the NAB last June in a move initiated by Mark Ethridge, former NAB president. In a letter, he requested that all stations submit scripts of all news broadcasts for the week of June 20. Mr. Ethridge had stated that the charge had been made in quarters "which cannot be ignored" that a great many stations are putting "biased news broadcasts on the air."

Script Tabulation

It was understood within the industry that the report would not be released generally unless occasion was found for it. The actual tabulation of the script was turned over by the NAB to a research group at Columbia University. This work, it is understood, was supplemented by Crossley Inc., research organization, which made transcripts of news broadcasts in a number of cities.

"Leak" of the purported results of the survey caused consternation within the industry because specific stations were mentioned in connection with alleged bias. The reports were published the end of last month in the *New York World-Telegram* and *Motion Picture Daily*.

Mr. Miller's statement follows in full:

"Word has reached me here that there has been published in certain sections of the press, a survey of radio news broadcasting, purporting to be a report of a survey conducted by the NAB. No such survey has been released from the headquarters of the NAB, the only agency in radio empowered to release such an association report. Any report, purporting to be based on the findings of such a survey, is unauthorized and misleading.

"All shades of public opinion have freely attested to the fairness of American radio in its handling of news, political candidates, and controversial issues.

"Radio is pioneering in a new field. There naturally will be differences of opinion as to standards and policies. Broadcasters do not propose, however, to await investigation, but do propose to give careful consideration to every problem of the industry and to criticisms from within and from without.

"But we assuredly will not accept any judgment in regard to news 'bias' which is not based on a full study of the problem including the standards by which news 'bias' is to be adjudged."

COWS had their inning, and outing as well, as the annual fair season got underway. Milking derbies were rampant, as stations gave udder-by-udder accounts. Red Joyner (left), of WHKC, Columbus, safe behind an optical defense, watched Betty Angel win the Ohio milkmaid championship in front of the WHKC booths. Jack Harris (right photo), of WSM, Nashville, covered the Tennessee Dairy Festival at Pulaski in which Gov. Browning (at udder), and Mayor Cummings of Nashville staged a battle of the squirts interesting to lookers and listeners alike.

MRS. TUCKER'S SHORTENING

Finds Radio Its No. 1 Medium in Promoting A Silver Anniversary

INTERSTATE Cotton Oil Refining Co., Sherman, Texas, manufacturers of Mrs. Tucker's Shortening, has relied chiefly on radio to attract attention to the celebration of the silver anniversary of its product during 1938, and to increase sales throughout the year.

The company began the manufacture of Mrs. Tucker's Shortening back in 1913. When 1938 rolled around, it was only natural to feature the product's silver anniversary in all advertising, including newspapers, 24-sheet billboards, cooking schools in which the shortening was featured in cake-baking contests, and on three quarter-hour programs weekly on WFAA, Dallas, plus spot announcements placed on scattered smaller radio stations in Texas and Colorado.

Radio Promotion Leads

Of all media used in the 1938 campaign, the WFAA program, *Mrs. Tucker's Smiles*, now in its sixth year on that station, and the spot announcements on other stations have proved most successful.

Since the beginning of the year, two continuous special offers have been a part of the radio campaign. One offers listeners a four-pound carton of Mrs. Tucker's Shortening in exchange for a quarter minted in 1913, the year the company began making the shortening. This is a saving to the customer—varying with the sales territory—of from 10 to 20 cents on a carton of shortening. To date—featuring this silver anniversary angle on the radio program only—the company has received 10,240 quarters, which means that 40,960 pounds of shortening had been sold up to August 15 by this single offer.

The other offer is a "Mrs. Tucker Silver Anniversary Spoon" for 10 cents and a trade mark from any size carton of the shortening. This amounts to an outright sale to the customer. The spoons are specially-made, with the Mrs. Tucker trade mark stamped on the handles. More than 22,000 have been bought by listeners. Many listeners report they are collecting a whole set of Mrs. Tucker Silver Anniversary spoons.

Periodic promotion contests have been staged on the programs since the first of the year, independent of the two offers mentioned above.

Silver Anniversary Theme

First of these was a contest for a recipe for "Mrs. Tucker's Silver Anniversary Cake." Even the prizes offered in this contest reflected the "25" and the "silver" angles of the entire campaign. Twenty-five silver dollars were first prizes, 25 silver half-dollars second prizes, etc. During January alone more than 6,000 cake recipes were received.

The second special promotion, during April, featured another contest, the only requirement of which was that listeners submit a sentence of not more than 25 words on "Why I Prefer the Creaminess of Mrs. Tucker's Shortening". More than 3,000 sentences were received. These two contests drew approximately 10,000 entries.

Third special radio promotion, during May, was the offer of a Mrs. Tucker Silver Anniversary spoon free to every housewife celebrating her silver wedding anniversary during that month. Three hundred and ninety housewives wrote in for spoons.

During June, month of brides, the radio programs carried another free offer, this time one of a pound carton of the shortening to every bride who would send in written proof of her marriage during June. Four hundred and five Texas brides began married life in June with a free carton of Mrs. Tucker's Shortening on their pantry shelves.

The special silver anniversary promotions on the radio programs have been so successful that advertising in all other media is being patterned after it. The campaign has been handled by Wilson Crook Advertising Agency, Dallas.

Store Strike in Frisco Cancels Advertising of Several Local Stations

SAN FRANCISCO's department store strike, which effected approximately 6,000 workers, dealt a blow to all the local advertising media, including radio. The department store operators have a joint agreement that when a strike is called effecting their business, they will cancel all advertising. Repercussions thus were felt by local stations, including KPO, KSFO, KFRC, KYA and KJBS.

Accounts suspending their radio advertising for the duration of the strike included:

KPO—Joseph Magnin Co., sponsoring the live talent audience participating show *Who's Dancing Tonight* Sunday nights, 8:15 to 8:30.

KSFO—C. H. Baker Shoe Co., sponsoring *Don Allen, the Hollywood Reporter*, Tuesdays, 5:30 to 5:45 p. m.

KFRC—C. H. Baker Shoe Co., sponsoring *The Magic Isle*, transcribed quarter hour, Wednesdays and Fridays; and Star Outfitting Co., spot announcements.

KYA—Star Outfitting Co., spot announcements; and Frank Moore Shoe Co., spot announcements.

KJBS—The Emporium, spot announcements; Federal Outfitting Co., spot announcements; and Sherman, Clay & Co., two-hour transcribed classical concert seven nights a week, 10 to 12 midnight.

Heatter for Bank

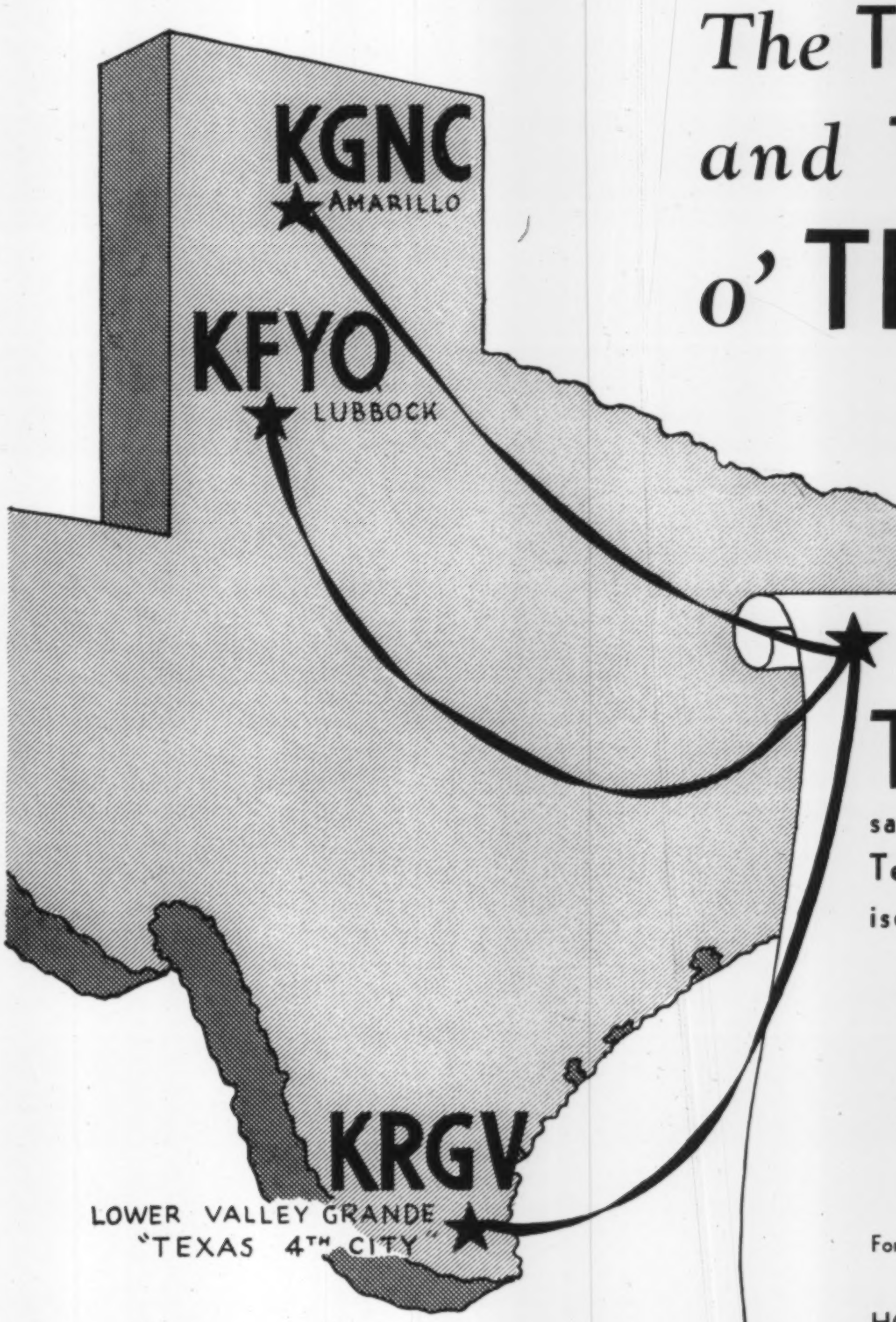
MODERN INDUSTRIAL Bank, New York, on Sept. 7 started twice-weekly sponsorship of *Gabriel Heatter*, on WOR, Newark, to be heard Mondays and Wednesday evenings. Rogers Peet Co., men's clothing chain, which has sponsored Heatter five nights a week, is now on Tuesday, Thursday and Saturday, but on Sept. 27 will drop Tuesdays in favor of R. B. Semler, which will sponsor Heatter, for Kreml, on WOR and WGN, Chicago. In addition, the commentator is heard for Barbasol on WOR on Sundays, on General Foods' *We, the People* on CBS on Tuesdays, and via transcription for Johns-Manville Corp. Agency for Modern Industrial Bank is Marschalk & Pratt, New York.

P & G Italian Serial

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 12 started a new Italian language program, *Ivory Masques*, on WOV, New York, piped to WCOP, Boston, and WPEN, Philadelphia. The series, succeeding *Ivory Tower*, is heard five days weekly, but not as a continuous story; it is a group of radio plays, each to take from four to six weeks for completion. Agency is Compton Adv., New York.

ONECONTRACTDUZZIT!

The TOP END *and* TIP END *o'* TEXAS


KGNC
AMARILLO
KFYO
LUBBOCK
KRGV
LOWER VALLEY GRANDE
"TEXAS 4TH CITY"

THREE outstanding stations under the same management . . . in Texas' two important, isolated markets.

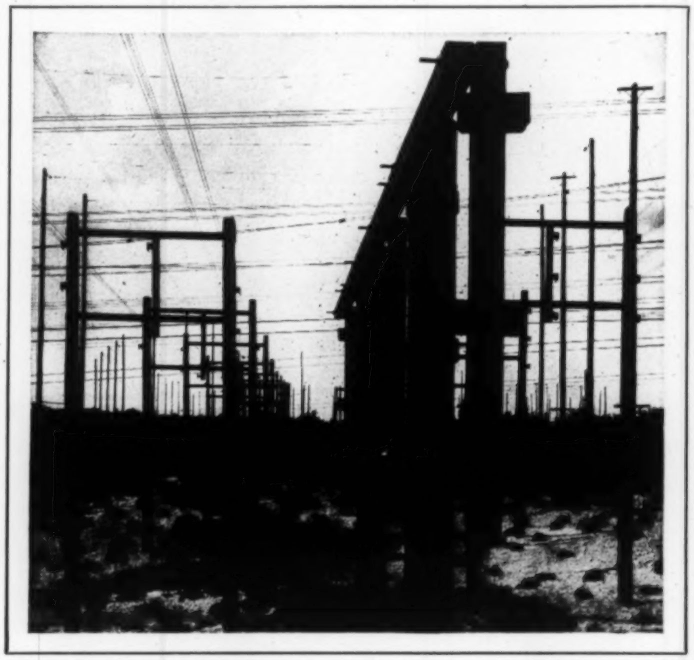
NOW OFFERED AT ATTRACTIVE COMBINATION RATE

For detailed information contact their national representative—

HOWARD H. WILSON CO.
Kansas City Chicago New York

More power

Shown above is a busy scene in the main office of RCA Communications, located in the heart of downtown New York, 66 Broad Street. This is one of the many services of the Radio Corporation of America.



At the Riverhead, Long Island, receiving station of RCA Communications are scores of antennas. This is the point of reception of European features that are heard on hundreds of American radio stations.

T*HE POWER* of a broadcasting station is not measured in kilowatts alone, but in ability to hold an audience. The world-wide Communication services of RCA may seem to have little connection with your station's power. But when you think of power in terms of audience, rather than kilowatts, the connection is clear.

All radio broadcasting stemmed from communications a field in which RCA was a pioneer. RCA research in this field has constantly led to improvements in transmitting radio programs . . . more power to your station. RCA Communications each year brings scores of overseas features to your transmitter...more power to your station.

RCA Radio Corporation

RCA MANUFACTURING CO., INC.
RADIOMARINE CORPORATION OF AMERICA

to your station!

In the home no radio program is better than the radio receiver.

The quality of radio instruments used in homes, and the prices at which they can be bought are all-important to every broadcasting station. Fine reception means more listening, makes your station more valuable to sponsors. RCA research has been responsible for a large part of the steady improvement in home receivers. This research is of a practical nature which not only improves instruments, but makes them available at low prices. All of which means . . . more power to your station!

• • •

RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. D. S. T., on the NBC Blue Network.

Shown above is the extremely popular 1939 RCA Victor Radio Model 97KG, in the new Console Grand cabinet, price $85 (f.o.b. Camden, N. J.)

# of America RADIO CITY, N. Y.

NATIONAL BROADCASTING COMPANY
RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC.

TOWNSEND DIRECTS WKST, NEW CASTLE

Mr. Townsend

WITH main studios and offices located in the magnificent local Scottish Rite Cathedral Bldg. and with transmitter house halfway between New Castle and Ellwood City, the new WKST, New Castle, Pa., authorized last March by the FCC, will go on the air on or about Oct. 2 under the general management of S. W. Townsend, part-owner and manager of WJW, Akron.

Station manager and program director will be Arthur W. Graham, formerly with WJW and other Ohio stations. Herbert S. Kirk, with the Universal Sanitary Mfg. Co., New Castle, will be commercial manager. J. Leonard Taylor, former WJW announcer, will be chief announcer and continuity chief. Mr. Townsend and Fred W. Danner, of Akron, each owns 80 shares of the stock in the Keystone Broadcasting Co., licensee, while Mr. Kirk owns 40 shares.

Mr. Townsend is a lieutenant in the U. S. Naval Reserve who gained wide fame several years ago as a liaison officer for the Settle-Fordney stratosphere balloon flight in charge of the station at Akron, and also handled the flights of the dirigibles *Akron* and *Macon*. He is an experienced radio operator and still holds a first class license.

The new WKST will operate with 250 watts daytime on 1250 kc. It will have studios in New Wilmington and Ellwood City, and will carry INS news and NBC Thesaurus. Western Electric equipment is being used throughout along with a three-quarter wave Lehigh shunt-fed tower. Installation is being directed by McNary & Chambers, Washington consulting engineers.

Oshkosh Fall Plans

OSHKOSH OVERALL Co., Oshkosh, Wis., on Sept. 26 starts the following shows on these stations: WLW, half-hour live Sunday show called *Sing Time*; WMAQ and WBT, thrice-weekly quarter-hour discs of *Lem & Martha;* WHO, thrice-weekly 15-minute live show of *Lem & Martha*; WDAY and WOW, two daily transcribed announcements. Ruthrauff & Ryan, Chicago, is agency.

Thom McAn News

MELVILLE SHOE Corp., New York (Thom McAn shoes) is sponsoring a series of 312 fifteen-minute news commentaries, *Thom McAn Shoe Reporter*, which started Sept. 6 on WNAC, Boston, and WEAN, Providence. The programs are heard Monday through Saturday, 7:15-7:30 a. m. Neff-Rogow Agency, New York, handles the account.

McKenzie Using Six

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Sept. 12 started a daily series of transcribed spots on six stations in selected Midwestern markets. John H. Dunham Co., Chicago, is agency.

This Broadcasting Business

* No. 3—Average Station Revenues

By DR. HERMAN S. HETTINGER, Ph.D.

Wharton School of Finance and Commerce
University of Pennsylvania

** Third of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio's first economist, is former director of research of the NAB and the author of several volumes dealing with broadcast economics.*

HOW well did your station do as compared to the average for your class, or for stations situated in communities of similar size? Complete information on this subject has been made available for all classes of stations for the first time in figures recently compiled by the Federal Communications Commission and summarized here.

Some of the more important facts revealed by these figures with regard to available revenues by classes of stations are as follows:

1. Average gross revenues of 50 kw. stations from the sale of time have increased more rapidly since 1935 than those of any other class. These rose 55%, as compared to a 51% increase for lower powered clear-channel (5-25 kw.) and high powered regional stations combined, an estimated rise of 39% for regional stations and one of 43% on the part of lower stations.*

2. Though complete data are not available, there is some reason to believe that the average revenue of regional and local stations not affiliated with networks have risen slightly faster than those on networks.

3. Unlimited time regional stations on national networks fare more than twice as well as those not on networks.

4. Unlimited regional stations on regional networks *only*, have the largest average sales of any regional transmitter other than those unlimited regional stations situated in cities of one million population and over.

5. Unlimited time local stations affiliated with national networks enjoy average revenues of 52.8% greater than those not affiliated with any network. The location of these stations in major markets is probably a more important reason for this situation than is the mere fact of network affiliation.

6. Unlimited local stations affiliated with regional networks *only*, do almost as well as those on national networks.

7. The 181 stations whose annual sales are less than $25,000 have an average net sales of $15,544. They represent 29% of the commercial stations and account for 3.4% of the revenues of broadcasting business. They are the marginal fringe of radio.

Size of Community

Analysis of average station revenues by size of community reveal additional facts not generally appreciated in the broadcasting business.

1. Unlimited time regional stations in towns from 10,000 to 50,000 population do remarkably well as compared to larger cities, especially in view of the fact that fewer of them are affiliated with networks.

2. The comparatively high average revenues of part-time regional stations in towns under 10,000 population—$50,451—is indicative of their use by advertisers to cover rural markets beyond the immediate trading areas in which they are located. This fact may also explain the strong position of the stations discussed in the preceding paragraph.

3. The average revenues of local unlimited stations illustrate particularly well the influence of the size of market on advertising volume. The revenues of stations in cities one million and over are twice those of the average network-affiliated local stations and more than seven times as great as those of stations located in towns under one million population.

4. Though information is not available for a complete comparison with 1935, several trends seem certain. The average revenues of clear-channel stations in cities under 250,000 have shown the greatest relative increase in their class. Regional stations have gained between 40% and 50% in cities over 50,000, while their average revenues have increased but slightly in towns of smaller size. Average revenues of local stations have increased markedly in cities over one million and in communities between 50,000 and 250,000 population. There has been little increase elsewhere.

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*It has been necessary to estimate the increase for the last two classes of stations because of the fact that gross time sales are given only for transmitters with net sales of more than $25,000 annually.

1937 Average Net Sales by Size of Community[1]

CLASS OF STATION	1,000,000 and Over	250,000-1,000,000	100,000-250,000	50,000-100,000	25,000-50,000	10,000-25,000	Under 10,000
Clear channel							
50 kw. & over unlimited	$936,240	$808,787	$542,952	$274,382	------	------	------
50 kw. & over part time	337,821	261,194	239,241	------	------	------	------
High-powered regional	------	319,174	145,463	------	------	------	------
Regional							
Unlimited	323,650	232,607	154,000	106,650	$68,423	$56,585	$47,592
Part time	128,922	81,083	53,883	84,085	------	32,501	50,451
Day time	94,655	71,745	48,800		53,694	21,629	27,152
Local							
Unlimited	100,574	75,600	52,024	55,747	34,667	26,840	14,765
Part time	28,432	25,844	41,630		29,122	20,706	12,067
Day time		51,336			20,790	15,120	13,198

1937 Average Net Sales of Stations[1]

(A) Stations Affiliated With National Networks

CLASS OF STATIONS	Unlimited	Part-time	Day	Total
Clear channel				
50 kw. and over	$837,769	$459,451	------	$583,463
5-25 kw.	275,163	142,226	------	
High-powered regional	232,319			232,319
Regional	187,356	105,551	$83,117	174,284
Local	53,613	33,305		52,212

(B) Stations Affiliated With Regional Networks Only

CLASS OF STATIONS	Unlimited	Part-time	Day	Total
Clear channel				
50 kw. and over	------	------	------	------
5-25 kw.	------	------	------	------
High-powered regional				
Regional	$252,871	$86,265	$40,911	$162,010
Local	50,647	34,483		48,073

[1]Net sales as defined by the FCC are gross sales of times and talent less frequency and similar discounts as well as agency commissions.

(C) Stations Not Affiliated With Any Networks

CLASS OF STATIONS	Unlimited	Part-time	Day	Total
Clear channel				
50 kw. and over	------	------	------	------
5-25 kw.	------	------	------	------
High-powered regional				
Regional	$85,670	$82,344	$52,688	$67,048
Local	35,120	22,454		29,877

(D) All Stations

CLASS OF STATIONS	Unlimited	Part-time	Day	Total
Clear channel				
50 kw. and over	$837,769	$459,451	------	$583,463
5-25 kw.	275,769	142,226	------	
High-powered regional	232,319			232,319
Regional	175,731	91,964	$56,020	137,370
Local	41,711	26,521	18,828	35,975

[1]The FCC definition of net sales is gross time and talent sales less discounts and agency commissions.

3-Vees Places Discs

AMERICAN BIRD PRODUCTS, Chicago (3-Vees birdseed), on Oct. 16 will start a quarter-hour transcribed spot series on WSM, KTRH and WTCN to supplement its MBS network show which starts the same day, 11:45-12 noon EST, on WGN KOIL WHK WHB WRR KWK with a rebroadcast on KFEL at 3:45 p. m. EST. Signed for 52 weeks the network show will originate at WGN and will feature canary songs with background organ music. Weston - Barnett, Chicago, has the account.

National Tea on 3

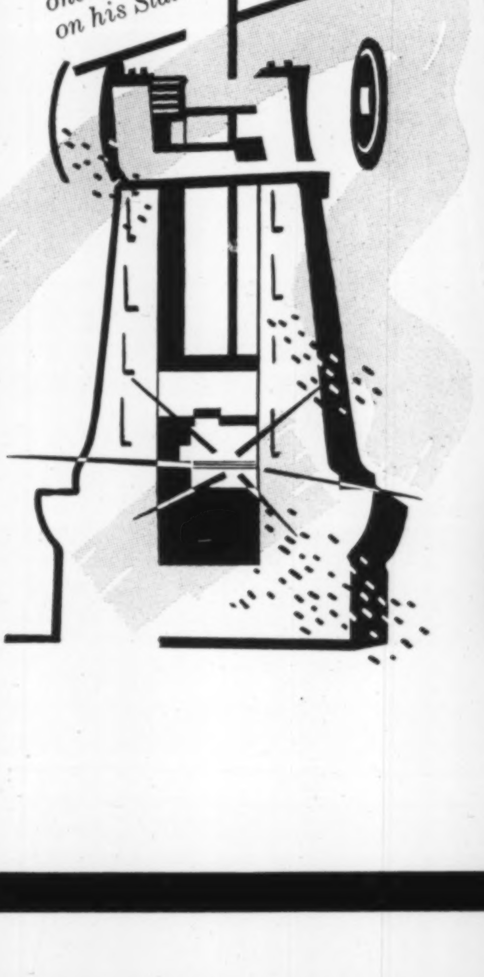
NATIONAL TEA Co., Chicago, on Sept. 12 started an extensive number of spot announcements on these three Chicago stations: WBBM WGN WLS. The firm recently placed its account with Stack-Goble Adv. Agency, Chicago.

Triphammer

OF THE ST. LOUIS MARKET

Recently, KWK wrote forty-eight managers of Network Affiliated Stations in forty-eight States and asked, "Do your most successful Local and National Spot Sponsors use Frequency?"

To date forty-three have replied. Forty-two said, "Yes." The other one stated that the Cost of Frequency on his Station is prohibitive.



One blow of a good ordinary hammer may flatten lead and not phase Platinum. To a Triphammer Lead and Platinum are alike—it flattens both with the Frequency of its blows.

Impressing prospective Buyers by Radio is a good deal like flattening metal. The method of the Triphammer applies. It is the successive impressions of Frequency which treats all prospects alike and converts them into Buyers.

A Coincidental Survey recently completed in St. Louis by R. L. Polk and Company revealed that during some periods of the day KWK had as much as forty-two per cent of the audience. But regardless of audience a Station must have its rates adjusted to the success factor—Frequency. In St. Louis KWK has done this. During some periods of the day you can buy three quarter hours on KWK for the price of one on its principal competitive station. That is why we say KWK is the Triphammer of the St. Louis Market.

K·W·K

THOMAS PATRICK INCORPORATED

HOTEL CHASE **ST. LOUIS**

Representative PAUL H. RAYMER CO.

New York Chicago San Francisco

AFRA to Start Mutual Negotiations; Will Hold First Convention Nov. 14

PLANS for the first annual convention of the American Federation of Radio Artists, to be held in St. Louis the week of Nov. 14, are under preparation at the union's national headquarters in New York, although the complete convention program is not expected to be completed until next month.

Only definite part of the agenda is the election of officers and of 15 directors, as called for in the organization's constitution. The full board of 45 directors is set up on a stagger basis, with members elected for three-year terms so each board will consist of 15 new and 30 continuing members. Provision for the annual convention was made because AFRA, unlike Actors' Equity and the Screen Actors' Guild, is not concentrated in a single center but spread out over the entire country and the convention is practically the only way the members have of considering national problems.

The nominating committee, appointed by the national board to receive and prepare nominations, includes actors, singers and announcers (three branches of talent represented by AFRA) from all sections of the country, consisting of: Carleton KaDell, Los Angeles; Jack Moyles, San Francisco; Maurice Cliffer, St. Louis; Virginia Payne, Chicago; John MacBryde, William Adams, Carol Deis, Claude Reese and Robert Waldrop, New York. Don Phillips, president of the St. Louis local, will act as host to the convention, with Steve Tammany handling publicity for the event.

Dickering With Mutual

Since the number of AFRA members who will attend the session can not be estimated at this time, it was said, no decision can be made regarding hotel accommodations. Each local is entitled to one delegate for each 25 members in good standing as of Sept. 1, which would mean some 230 delegates, as the national membership is just under 6,000, having been swelled considerably following the completion of a contract with NBC and CBS covering all sustaining artists employed by these networks. Provisions have been made for proxy voting, however, so less than that number of delegates may be present.

Spud Marathon

WOR-MUTUAL will carry a description of the potato-picking contest between Gov. Lewis O. Barrows of Maine and Gov. Berzilla W. Clark of Idaho, a feature event of the annual International Potato Picking Contest. Held at Fort Fairfield, Me., on Sept. 28, the scene will be described by Dave Driscoll.

Negotiations for a similar contract with Mutual will be started shortly, according to Emily Holt, executive secretary of AFRA, who added that the provisions of the standard agreement have been put into effect and are working very smoothly at both networks. Tom Tully has been engaged by the union to look over all network contracts for sustaining artists to see that all provisions of the standard contract are being observed and that all sustaining artists are AFRA members. The announcers' contract at NBC is also working out well, Mrs. Holt said. No gesture will be made towards a similar contract with CBS, she said, as long as the announcers of this network are satisfied with their present affiliations with the American Guild of Radio Announcers & Producers, independent union organized at WABC, New York, early last year.

Negotiations between AFRA and the American Association of Advertising Agencies to work out a standard contract covering actors, singers and announcers employed on commercial programs, were scheduled to resume Sept. 13. A series of preliminary conferences had been held last winter, but were broken off in the spring pending the completion of the sustaining contracts with the networks. During the summer the AAAA circularized its membership with a questionnaire to determine the existing rates of pay and conditions of employment of commercial talent and also the wishes of the advertising agencies regarding a continuance by the AAAA of its meetings with AFRA.

Queried by BROADCASTING as to the results of this survey, John Benson, AAAA president, said that while he was at this time unable to divulge the details of the replies, they were overwhelmingly in favor of having the AAAA continue to negotiate a standard agreement, which would then be submitted for agency acceptance.

The hearing held in St. Louis by the National Labor Relations Board to determine whether announcers should be grouped with actors and singers for the purposes of collective bargaining and union representation has been completed and the evidence and the examiner's report sent to Washington.

Maine on Mutual

MAINE DEVELOPMENT Commission, Bangor, Me. (potatoes), will use 17 Mutual stations for a twice-a-week program, *Girl From Maine*, featuring Marjorie Mills, who conducts a participating series on the Yankee Network. The new program will start Oct. 11, to be heard Tuesday and Thursday afternoons for 26 weeks, originating at WNAC, Boston. Agency is Brooke, Smith, French & Dorrance, New York.

Two New Campaigns

WILLIAMSON CANDY Co., Chicago, will soon start a fall spot campaign of one-minute transcribed announcements daily, using 33 stations on a national basis. O'Cedar Corp., Chicago, on Sept. 12 started a national spot campaign using one-minute transcribed announcements five weekly on 22 stations. John H. Dunham Co., Chicago, handles both accounts. [See Spot Survey, BROADCASTING, Aug. 15].

WMFR, High Point, N. C., 100-watt daytime station on 1200 kc., has been authorized by the FCC to go to full time with the same power on the same frequency, effective Sept. 16.

A NETWORK FEATURE FOR LOCAL SPONSORSHIP!

Fulton Lewis Jr.

NOW AVAILABLE!

50 Stations Coast to Coast. People everywhere are interested in the news from Washington . . . Fulton Lewis, Jr., is the only daily commentator from the Nation's Capital offered on any network! His network program is now available for local sponsorship, Mondays through Fridays at 7 P.M., E.S.T. To be sure you get this program, write, phone or telegraph for full information and rates immediately!

National Representatives
WM. G. RAMBEAU CO.

NEWS
before it happens!

Fulton Lewis, Jr., has become nationally prominent for his uncanny predictions.

● He uncovered the Farnsworth-Japanese spy activities, finally turning Farnsworth over to the United States government authorities.

● He predicted that Governor Landon would carry Maine and Vermont and that President Roosevelt would carry the rest!

● He predicted the outcome of the primaries in Pennsylvania, Oklahoma, Iowa, Colorado, Tennessee, Kentucky, Mississippi and Virginia!

WOL
Washington D.C.
1000 WATTS
1230 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

A PROFITABLE MARKET

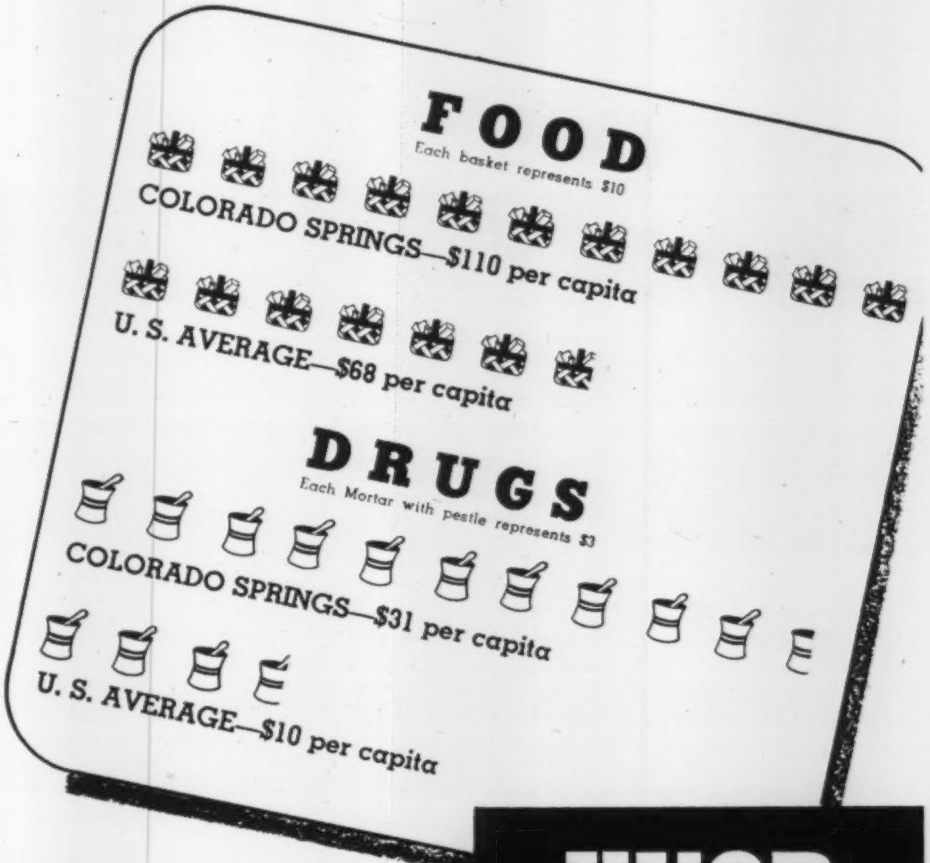
for

FOOD

and

DRUG

Advertisers



Colorado Springs, a productive market for food and drug advertisers, has an annual food bill nearly twice that of the average city of its size. Its purchases in retail drug stores are three times the national average. With this market's noteworthy record for buying and with the vital selling force of KVOR, food and drug advertisers have both an active big-spending market and an effective result-producing medium for covering this area economically and profitably.

KVOR is the HOME STATION to Colorado Springs and Southern Colorado

23,187 cards and letters were received by KVOR from all over Southern Colorado in response to one program during its recent talent hunt.

KVOR

COLORADO SPRINGS

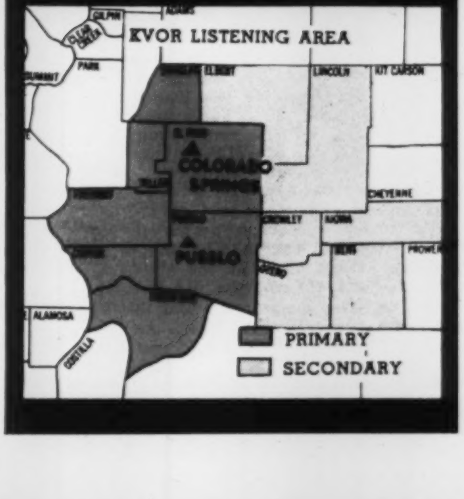
CBS AFFILIATE

1000 WATTS FULL TIME

Affiliated with WKY, Oklahoma City and the Oklahoma Publishing Company

NATIONAL REPRESENTATIVE

THE KATZ AGENCY, INC.



KVOR LISTENING AREA
GILPIN
ADAMS
CLEAR CREEK
SUMMIT
PARK
ELBERT
LINCOLN
KIT CARSON
EL PASO
COLORADO SPRINGS
CHEYENNE
CROWLEY
KIOWA
BENT
PROWERS
OTERO
PUEBLO
ALAMOSA
COSTILLA
PRIMARY
SECONDARY

WLS Shifts Staff Expands Activities

Kalar Now Program Director, Cook Assistant Manager

APPOINTMENT of Philip B. Kalar, manager of the WLS music department, as program director succeeding George C. Biggar, who has joined WLW, was announced Sept. 12 by Glenn Snyder, WLS general manager.

Mr. Kalar

Other executive changes also were announced by Mr. Snyder, including appointment of George R. Cook, business manager of WLS since 1928 as assistant manager, William R. Cline, sales manager, to take over direction of all sales promotion, Grace E. Cassidy, as traffic and office manager, and Harriet H. Hester as educational director.

Simultaneously, Mr. Snyder announced reorganization of the program department with Dan B. Hasmer elevated from the continuity department to assistant program director, Frank Baker as continuity director, Roderick Cupp, production director, and George Menard, farm program director.

Expanded Operations

Mr. Snyder announced that the changes in the executive department were necessitated by enlarged operations of the station and by the fact that he has been devoting considerable time in assisting Burridge D. Butler, WLS president, in the executive management of KOY, Phoenix, WLS sister station.

The new WLS program director is a native of Iowa and has had considerable stage and motion picture experience. He lived on a farm and attended country school and has first-hand knowledge of farm problems. He came to Chicago in 1926 and his first experience in radio was as a singer. He has been featured over WLS for more than eight years and is credited with the origination of many successful programs, including *Song Portraits*, *Old Music Chest*, *Songs We Forgot To Remember*, and *Bob Davis and His Happy Texans*.

Mr. Cook

Mr. Cook, new WLS assistant manager, has been with WLS since 1931. For the past year he has undertaken almost the entire responsibility for the plans and erection of the new WLS transmitter which goes into operation in October. As soon as the transmitter is finished, Mr. Cook's first responsibilities will be remodeling and modernization of WLS studios in the Prairie Farmer Building.

Mr. Cline, who came to WLS in 1931 as an announcer and continuity writer, has been promoted rapidly. In 1933 and 1934 he managed the WLS office at the Chicago Century of Progress. He entered the sales department and in 1935 became sales manager. As head of the promotion department he will supervise such regular WLS activities as *The Prairie Farmer-WLS School Time*, state fairs, and all special events.

The new traffic and office manager, Miss Cassidy, started her career with the advertising department of Sears, Roebuck & Co. In 1924 she joined the staff of WLS, then operated by Sears, and has been associated with the station since.

Like Mr. Kalar, Mr. Hosmer brings to his new job a thorough background in both stage and radio work. He has appeared in stock companies and in motion pictures. In 1928 he was with KFH, Wichita, and in 1935 joined WLS. Mr. Baker, new continuity director, joined WKZO, Kalamazoo, in 1931 for his first radio experience after dramatic stock company work. He served with several Chicago stations and joined WLS in 1936. The new production director, Mr. Cupp, has been associated with WLS for the last year. He got his start in radio at KFRU, Columbia, Mo., as a continuity writer and in 1934 joined KTUL, Tulsa, as continuity chief.

Mr. Menard, new farm program director, is a native of Iowa. He graduated from Notre Dame in 1933 and his first experience in radio came the following year when he sang for *Uncle Ezra* on WLS. He became an announcer and continuity writer at WROK, Rockford, in 1935 and joined the WLS staff last June.

As educational director, Miss Hester will take over direction of the WLW *School Time* series which returns to the air Sept. 26. For the past three years she has been supervisor of musical education in rural schools in Winnebago County, Ill., and also taught music in rural education this summer at Northwestern University.

Guestitorial

". . . AS A NATION LISTENS"

By HARMON I. MOSELEY
WAIR, Winston-Salem, N. C.

THAT RADIO is a leading force in raising the cultural standard of America there should be no doubt, yet occasionally there pops up an attempt to disprove radio's accomplishments. Lately groups of newspapers have attempted to discredit the wide coverage and effectiveness of radio and, in turn, prove themselves the greater. They've gone extreme in proving their greatness without taking heed of those things *only* radio *can* do.

Frank R. Kent either completely ignored radio or was guilty of an incomplete study of his subject when he wrote "—As a Nation Reads" for April's *Readers Digest*. Neither radio nor the publishers should find fault with Mr. Kent's statement that "anything that promotes clarity of thought and dispels clouds of mental confusion is a distinct national service." Mr. Kent overstepped his grounds and on to the sensitive toes of radio when he said: "If there is a better way of accomplishing these things than that of good reading it has not yet been suggested."

In defending radio let's look into those things about which Mr. Kent failed to inform himself. Surely he didn't fathom the significance of the age-old phrase, "preaching from the house-tops". Many have spoken that phrase, yet few have realized how closely it is related to radio. In biblical times preaching was done from high points—or house-tops—to afford a large audience opportunity to hear the message. Today the American system of broadcasting affords the greatest means of mass communication the world has ever known. Many millions can hear—and be swayed by—a single voice. It's the means through which millions can invite the finest in drama, education, and music into their homes—homes completely without these things just 12 years ago. Lectures, concerts, and drama—all educational, and factors in culture—were available to only a few living in the larger cities. In changing this, radio contributed what, in all probability, will amount to the greatest means of lifting the cultural standard of our nation it will know for many years to come.

Better When Heard

If radio defends itself properly and proves itself as the greatest present day cultural medium it must cite examples of ways in which it excels. The Psychological Laboratory at Harvard furnishes radio with a fine piece of evidence. Doctors Allport, Cantrill, and Carver in their study of auditory and visual impressions found that facts are better understood and more interesting when heard over the radio than when read on a printed page. Aside from the Harvard findings this can be proven by the fact that the majority of colleges teach by the lecture method. Imagine, if you can, a hard-boiled top sergeant giving commands printed on a sheet of cold, unalive paper and you'll have a comparison between a radio and the printed message. No amount of imagination will allow a belief that the printed command can possess the warmth and power of the sergeant's crisply spoken "squads right." NBC, in "Let's Look at Radio Together", has put it: "No writer—no matter how great—has ever succeeded in influencing his readers so swiftly and as overwhelmingly as an orator influences his audience. No playwright has ever conveyed to a reader, through his printed lines, the force and beauty which emerge from the same lines when spoken on the stage." Even the most prejudiced must admit this.

Cultural Standards

And what has radio, with all these powers, done to raise our cultural standards? Who dares overlook Dr. Walter Damrosch and his teaching of many millions of school children to appreciate classical music; CBS' *American School of the Air*, presenting historical happenings in a manner making them alive, understandable, and real far beyond that ever possible for a cold, impassive printed story? Who can say *The March of Time* has not made news more interesting, more easily absorbed and, consequently, more educational?

Addresses by the President of the United States have brought us closer to and given us a better understanding of our Government; numerous dramatic groups have presented the great plays, from Shakespeare to O'Neil; NBC's *National Farm & Home Hour* has taught farmers better living through information; Dr. Fosdick, Dr. Poling, Rabbi Wise, and many other religious leaders have made us more tolerant of religions other than our own; the coronation of a king has been presented to us in detail at the moment it was going on several thousand miles away; an abdicating king was able to tell us his reasons for giving up his throne—and so on and on.

In licensing radio stations our government demands it be in the public interest. Licenses can be revoked upon failure to provide worthwhile service. Newspapers, with their 'freedom of the press' can publish cheap, trite, and unwholesome material without accounting to anyone beyond its readers. Not so with broadcasters. The American system of broadcasting *guarantees* culture!

So, to bring radio's defense to a conclusion for a whole let's revise the writings of one of radio's critics, Frank R. Kent. From "—As a Nation Reads" let's change the title to one more correct and let it be "—As a Nation Listens".

MANKATO STATION PICKS PERSONNEL

HEADED by Bob Kaufman, onetime program executive with CBS-WBBM in Chicago and formerly manager of KMA, Shenandoah, Ia., the staff of the new KYSM, Mankato, Minn., which went on the air in July with 100 watts night and 250 day on 1500 kc., has been completed. The station is now operating on a 19-hour-a-day schedule, broadcasting from five studios, the largest of which has a seating capacity of 150.

Commercial manager of the station is Charles Kennedy, formerly with WLS, Chicago, and KOY, Phoenix. John Jacobs, formerly with KMOX, St. Louis, is day program director, and Jack Holbrook, formerly with WHIP, Hammond, Ind., is night program director. Chief engineer is H. D. Kimberly, formerly with Central States Broadcasting System (KOIL, Omaha; KFAB-KFOR, Lincoln, Neb.).

Other staff members are Max Robinson, announcer; Anthony Thill and James Houts, engineers; Cecil Smith, formerly with WHIP, and Woodrow Eberhart, operators; Benita Just, head of music library; Alys Collins, women's continuity; Bess Lyman, continuity; David Wilburn, formerly with WLS, continuity; Charles Worcester, farm editor; Bob Kunkel, sports editor; Ellen Sullivan, women's editor; Gene Newhall, commentator; Viola Ventura, news editor; Margaret Kesson, office manager; Evelyn Landkamer and Mildred Benkendorf, traffic.

Advertising Agency Executives Vote BROADCASTING No. 1 Publication For the Promotion of Radio Stations

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Findings: The completed survey showed BROADCASTING No. 1 in total *mentions* . . . No. 1 *must* medium.

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Firing Line -- '39

THEY persist in calling radio an "infant industry" just going through the "growing pains" of "adolescence". They try to charge off mistakes to its "extreme youth", its "inexperience" or "lack of precedent".

All of which trite talk makes us weary. For it has been used as camouflage by radio's enemies since radio became important enough to warrant attention of the politicians, the publishers and the movie magnates, not to mention the public. Ever since, these effusions have been directed at radio.

We feel it is time that radio face its problems as the full-grown, able-bodied and indispensable industry that it is. It should look to the 1939 "firing line", which forms when Congress convenes next January, and when the antis again become articulate through their Charlie McCarthies on the floors of Congress.

Certainly, radio's adversaries haven't used half-measures. Neither have these groups (mainly parasitic) that constantly seek royalties or more royalties from it, though privately they might admit it's like taking candy from a baby.

The 1939 line-up, it already appears, will be somewhat different, both offensively and on our side. The industry has a revamped trade association, better financed and with new manpower, to front for it. The new regime receives its baptism with the new session of Congress.

On the other side, there is the usual motley crew of anti-radio agitators. There will be the expected oratorical pyrotechnics against all things radio at the next session probably by the same clique of anti-radio agitators (though their numbers already have been depleted by recent primary campaigns). And as usual, we suspect, they will feed from the same propaganda trough. Of course, there will be the same hue and cry for a Congressional investigation of radio. It may be successful this time. So, for the dozenth time, we say that an inquiry, based on projected new legislation, would do much to cleanse the atmosphere and quiet the agitators.

Under the heading of purely industry affairs comes the chain-monopoly inquiry of the FCC; reopening of negotiations with ASCAP for musical copyright contracts when the present one expires Dec. 31, 1940; more dickering with AFM on new employment contracts; an industry-wide session with the FCC on new allocations, plus the hitherto futile quest for longer licenses, and a host of big, medium and small problems which can be expected to sprout periodically.

But there is the prospect of a new alignment, possibly more formidable then the existent ones, a possible alliance of the anti-radio press and the motion-picture industry. There remains a strong element among newspaper publishers, despite reports to the contrary, chronically opposed to radio. These non-station-owning publishers are interested, in the final analysis, in their balance sheets. They are convinced that substantial national lineage, like cosmetic, automotive and to a lesser extent tobacco, has left the newsprint field forever. They ascribe the loss to radio's alienation of these budgets.

The movies don't like radio because they have felt a diminution of box-office receipts. They are fearful of television. They have tried to buy into radio, but have never approached control. We wonder, as do others in radio, whether the new million-dollar newspaper advertising campaign of the movies is the forerunner of an anti-radio publisher-motion picture producer "axis".

This is only a partial picture of the 1939 Firing Line for radio. Can anyone doubt radio's status as a full-fledged industry, having more than its share of private and public troubles? Radio may be a profit-making industry (for its well-fed, well-clothed two-thirds) but there isn't any other we know about with so many grey-haired young men.

No Backsliding

WHEN smugness and self-satisfaction begin, whether it be with an individual or an industry, it usually means progress has stopped and that a tailspin is about due.

Notwithstanding talk of monopoly and stagnation and whatnot on the part of radio, current events certainly tend to disprove any stoppage of progress in radio. For example, in this issue we report the formation of World Transcription System, a brand new enterprise designed to stimulate spot broadcasting. About the same time, the new Texas State Network gets under way. A new state network in Pennsylvania also makes its bow. And MBS, which began as a four-station network, observes its fourth anniversary and now boasts a list of 107 stations.

In radio there's always something new. To be sure the industry is probably beset with more schemes and plans that never get to first base than any other, but the small percentage of innovations that do click connote a healthy, worthwhile condition. More and better progress will continue as long as broadcasting is conducted by broadcasters and doesn't become subservient to or a "second fiddle" operation of some other industry.

The RADIO BOOK SHELF

CBS *Everybody's Music*, three-year-old concert series featuring the CBS Symphony under direction of Howard Barlow, is the subject of a book of the same title by Schima Kaufman [Thomas Y. Crowell Co., New York]. CBS cooperated in publication of the volume, furnishing the repertory of the concerts and radio timings of all compositions in the author's program notes, a feature regarded as unique by the publishers. An introduction dealing with the broadcasts has been written by Davidson Taylor, assistant to the vice-president in charge of CBS broadcasts and original producer of the programs, which are now produced by James Fassett.

STUDY of the development of radio program policies in 2,111 U. S. educational institutions, *Education by Radio in American Schools*, by Dr. Carroll Atkinson, has been published in limited edition and is available through Radio Survey Project, George Peabody College for Teachers, Nashville [$2 per copy]. Summaries in the book, gathered by questionnaires, are recommended as valuable to stations building up balanced educational radio programs. Dr. Atkinson is also preparing another publication, *Development of American Radio Education*.

U. S. Department of Commerce has released *Stories of American Industry*, second series [U. S. Government Printing Office, 20 cents], a compilation of the 32 weekly Commerce Department programs carried on CBS since January, 1937. Twenty-three other programs are available in the first volume, published in 1937, through the Supt. of Documents, Washington, D. C. [10 cents].

Guests at the Game

ATLANTIC REFINING Co. has been in business some seven decades, with considerable success, and hopes to enjoy many more years of prosperity. Through that period it has developed good will and pleasant relations with its public.

In recent years Atlantic has been catering to the public's love of sports events by broadcasting play-by-play accounts. Rather than take advantage of intent listeners, Atlantic has assumed the attitude that it is host and that listeners are its guests at the games.

As a new football season is about to get under way, this biggest of all football sponsors is leaning over backward in an effort to cultivate good will and to avoid leaving a bad taste in the mouths of its millions of guests. This policy has paid dividends according to both Atlantic and its agency, N. W. Ayer & Son, and even greater care is being exercised in the 1938 campaign.

Atlantic and Ayer earn the gratitude of the entire advertising and broadcasting industries by their courage in resisting the temptation to stuff sports-eager ears with a relentless barrage of slam-bang plugs.

We Pay Our Respects To —

JOSEPH OSCAR MALAND

SEVENTEEN years ago the *Saturday Evening Post* carried what was probably the first piece of national advertising copy on radio. A DeForest ad told of "news and entertainment" that could be picked up out of the air on an instrument that could be purchased for about $25.

In the modest little town of Frost, Minn. (population, 250), 28-year-old Joseph Oscar Maland, general store proprietor, mayor, justice of the peace, assistant postmaster and town sage saw that ad. He envisaged a boon to the farmer and remote dweller. He immediately contrived to get for rural Minnesota its first set—and did so by cranking up the Lizzie and driving to St. Paul, 150 miles away. He sat on the doorstep of an electrical jobber from whom he bought appliances for his general store until he got his gadgets—ahead of a waiting list of orders.

That was the onset of one of radio's most notable careers. For from that day on, Joe Maland began to devote all his energies to radio—more particularly to rural radio. Today he is vice-president of Central Broadcasting Co., and manager of WHO, Des Moines, 50,000-watter, one of the front-rank stations of the country and an aspirant for 500,000 watts. He is thoroughly sold on high power as a means of reaching the rural listener, for he hasn't forgotten those days at Frost when the elite of the countryside huddled about his improvised receiver straining their ears to pick up a squeak from KDKA at Pittsburgh, a howl from KFXX at Hastings, Neb., or perhaps a gurgle from WLAG (now WCCO, Minneapolis).

Joseph Oscar Maland was born in Wells, Minn., March 6, 1893, the son of a general merchant doing business as Maland Bros. After his early schooling in Elmore, where his father operated several stores, young Joe attended high school in Minneapolis, then enrolled at the University of Minnesota. Practically from the start he interested himself in publishing pursuits. For example, in 1911 he started the humorous monthly *Ski-U-Mah* with $25, during his sophomore year. It paid his way through school. As business manager, he earned an average of $150 per month, aside from plenty of duebills on the best tailor around the campus. Result: Joe was just about the best-dressed lad about.

Joe also was advertising manager of *The Gopher*, the University's annual, and associate editor of the *Minnesota Daily*. He was asked to resign, however, when he started the humorous magazine, which was a private enterprise and had its office away from the campus. It is today still one of the leading college humor magazines in the country.

Upon leaving college with a B.A. degree, Graduate Maland, who had won an honor citation for a thesis on economics, joined the Mac Martin Advertising Agency in Minneapolis. He had had many dealings with Mr. Martin while associated with the school papers. The agency is now the Minneapolis branch of Erwin-Wasey, and Mr. Martin is still its head.

After a year with Mac Martin, Advertising Agent Maland joined the *Dakota Farmer* as advertising salesman and layout man. He remained on that job for about a year. Then back to the farming country he went, now pridefully possessed of enough big city experience to take over an interest in his father's general stores. He headquartered in Frost.

In appearing before the so-called Superpower Committee of the FCC in June in connection with new broadcast allocations as spokesman for the Clear Channel Group, Joe Maland told his own eloquent story about his interest in rural radio:

"While here (in Frost)," he told the Committee, "I secured the first regular broadcast receiving set in Southern Minnesota and entered on the sale of radio sets to farmers and others in the vicinity. The potential value of this new means of mass communication impressed me deeply and led me to follow developments in radio very closely. This led to my becoming farm program director of WLAG, Minneapolis (now WCCO) on Sept. 1, 1923. I later became president of the Northwest Radio Trade Association, an organization of 600 radio jobbers and dealers.

"In November, 1928, I became commercial manager of WLS, Chicago, a station which has always placed its chief emphasis on service to the rural population. In 1930 I became sales manager of the Columbia Farm Network, a group of seven basic stations and 14 supplementary stations in the Middle West, utilized primarily to reach these rich agricultural sections. On Jan. 1, 1931, I became sales manager of WOC at Davenport, and WHO at Des Moines, two stations which were then operating simultaneously by synchronization on a clear channel. I later became a director, and in 1934 vice-president of Central Broadcasting Co., operating the 50,000-watt WHO and the 100-watt WOC."

So much for Joe Maland's radio background from Joe Maland himself. An extremely affable and likeable chap, he is one of the most popular figures in radio. He is active in the affairs of the NAB, having served several terms as a director. He also is a member of the Joint Committee on Radio Research, which has as its objective a cooperative method of measuring station audience and coverage to be the counterpart of the Audit Bureau of Circulations in the publishing field.

Mrs. Maland is the former Olga Holt of Elmore, Minn. They were married in 1917. She is an avid radio fan herself and keeps posted on the most intimate problems of broadcasting from the operations end. She is Joe's severest radio critic, he avers.

Aside from being one of radio's better known homely philosophers, Joe Maland is the uncrowned milking champion of the industry, having out-jerked all other competitors on at least two occasions at NAB conventions in Chicago. Hobbies include farming, for he maintains two farms—one in Minnesota and another in Iowa. Horticulture and hogs are an avocation.

He is a member of the Des Moines Club and Town and Country Golf Club and is a Mason. His fraternity is Delta Chi. He attends the Lutheran Church.

Personal NOTES

LAWRENCE W. LOWMAN, CBS New York vice-president in charge of operations, was in Hollywood during early September for business conferences with Donald W. Thornburgh, Pacific Coast vice-president, and W. Arthur Rush, director of Columbia Management of California Inc.

CRAIG MAUDSLAY, new to radio, has joined KFAC, Los Angeles, as account executive.

E. A. WEIR, CBC commercial manager, is back at his Toronto office after several months illness.

I. E. SHOWERMAN, NBC assistant sales manager, is the father of a girl, Judith, his second child, born in August.

HENRY HOWARD Jr., a graduate of the Yale Law School, has joined NBC's legal department as junior attorney in the New York office.

ED REES, European manager of Transradio Press, addressed the Toronto Progress Club Sept. 8 on the European situation. The speech was broadcast by CKCL.

RANDOLPH BRUCE, of WRTD, Richmond, will marry Miss Hilda Deane, of Charlottesville, Va., during the week of Sept. 15.

ALFRED J. McCOSKER, president of WOR, Newark and chairman of the board of MBS, returned to New York Sept. 5 on the *Ile de France*, accompanied by Mrs. McCosker, after an extended vacation in Europe.

AL LEARY, manager of CKCL, Toronto, will vacation the last two weeks of September in California, flying from Chicago to San Francisco and later to Los Angeles. He will be a guest of the American Legion convention in San Francisco.

FRED W. BORTON, president of the Miami Broadcasting Company, operators of WQAM, Miami, has returned to his desk after spending two months at "Hi-Ami", his summer home in Highlands, N. C.

PHILIP J. HENNESSEY Jr., former NBC attorney, on Sept. 1 began the private practice of law with offices in the Woodward Building, Washington.

JULES JAMES SULLIVAN, in agency and radio work in New York for six years, has joined the sales staff of WFIL, Philadelphia.

WILLIAM B. LEWIS, CBS vice-president in charge of programs, is the father of a girl, born Aug. 31.

JOHN H. MacDONALD, NBC budget director, is giving a 16-week course in business organization and management at the New York Business Institute.

CARL I. WHEAT, for the last two years telephone rate counsel of the FCC and formerly chief counsel of the Railroad Commission of California, has announced resumption of private practice of law with offices in San Francisco and Los Angeles.

ALAN TRENCH, former salesman at WWSW, Pittsburgh, has returned to the staff from Gulf Oil Co.

MONTE MYER, former manager of WBLK, Clarksburg, W. Va., has been named merchandising manager of KITE, Kansas City.

LEONARD COE, formerly of KFJZ, Fort Worth, has joined KFRO, Longview, Tex. to handle local accounts.

JAMES R. CURTIS, president of KFRO, Longview, was selected by the Gregg County Democratic Convention as delegate to the Texas Democratic Convention, held in Beaumont Sept. 13.

RALPH GRAM, formerly in charge of radio activities of Ringling Circus, has joined WQDM, St. Albans, Vt. as commercial manager.

HARRY KOPF, salesman of NBC, Chicago, will sail Sept. 16 for a vacation in Italy.

WILLIAM S. PALEY, CBS president, and Mrs. Paley, returned to New York from Europe on Sept. 5 on the *Ile de France*.

LEO FITZGIBBONS, formerly of KOIL, Omaha, has joined KSO-KRNT, Des Moines, replacing Wayne Welch, who now heads the promotion department of the Iowa Broadcasting System.

JACK MAURER, WHK, Cleveland salesman, is the father of an eight pound boy born Aug. 29.

BEHIND the MIKE

CLAUDE DORSEY formerly located in Des Moines and Kansas City, Kan., has been appointed director of the new Transradio Press bureau for Connecticut at WTIC, Hartford.

ELIZABETH HART, formerly of WORL, Boston, on Sept. 19 will join the staff of NBC, Chicago, as commentator and announcer on topics of interest to women. William E. Lawrence, page boy of NBC-Chicago, has been promoted to the production department as assistant to Fred Schweiker, in line with NBC'c policy.

MRS. FLOYD B. DEAN, staff pianist of WGN, Chicago, is the mother of a baby girl born recently. Jane Harrington, of the WGN music-transcription department, is recovering from an appendectomy performed recently.

ROBERT BOWMAN, formerly of WHIO, Dayton, and KHJ, Los Angeles, has joined WTOL, Toledo, as program director and production manager and Miss Cecil Venia, formerly of WWJ, Detroit, has come to WTOL as hostess.

WILLIAM JOLESCH, formerly with the *Ennis* (Tex.) *Daily News*, and a graduate of the University of Texas and the School of Journalism of Columbia University, has joined WBAP, Fort Worth, as director of publicity.

BOB DRAIN, program director of WSBT-WFAM, South Bend, married Miss Pat McGraw recently.

DUNCAN McLEOD, of Forest Grove, Ore., has joined KOIN-KALE, Portland.

JOHN C. MacDONALD, formerly program director of KFRO, Longview, Tex. resigned recently to join the new WPIC, Sharon, Pa. in a similar capacity. Frank McIntyre has been named acting program director of KFRO.

MARGUERITE V. HOOD, formerly in music and radio work at Columbia University and Montana State University, has joined the production staff of KGVO, Missoula.

"DUTCH" SCHMIDT, talent agency booker, has been signed to handle all personal appearances of talent from KSO-KRNT, Des Moines, until recently arranged by the program directors of the station.

EDWARD ANDRUS, formerly of WSJS, Winston-Salem, and WBIG, Greensboro, N. C. has joined WTAR, Norfolk, Va.

PAULE CORBIN, program director of KELA, Centralia, Wash. and formerly with KHQ, Spokane, recently married Miss Louise Hansen of Spokane.

DICK DOWNIE, newscaster with KELA, Centralia, Wash., returned to Washington State College Sept. 5 to conclude his studies. While there he will be with KWSC, Pullman, which is owned by the college.

PAUL LUTHER, formerly of the announcing staff of CBS, Chicago, has resigned to free lance.

BOB LABOUR, former announcer of WJJD, Chicago, has been named program director of WIND, Gary, Ind.

JOHN CORRIGAN, formerly of WCBS, Springfield, Ill., has joined KWOS, Jefferson City, Mo. as program director and Bert Coulsen, formerly of KOAM Pittsburg, Kan., has joined the KWOS announcing staff.

JOHN B. HUGHES, newscaster and commentator, recently resigned from KFRC, San Francisco, and was signed by Consolidated Radio Artists as a free lance artist. He is continuing his newscasts on the Don Lee network for Borden Milk and Paul Jones cigarettes.

PROGRAM chiefs enjoy light tackle fishing in Pacific Northwest. Left photo shows Joseph Lampietro, musical director of KOIN, Portland, who directs CBS *The Castillians* from that station, with a prize trout caught in the Nehalern River near Portland; his chief, Charles (Chuck) Meyer, is one of Oregon's leading anglers. Right photo shows John I. Edwards, production manager of KFI-KECA, Los Angeles, striking a striking pose while fishing in the Snake River of Idaho last month; he admits, though, that nary a fish did he catch try as he would.

JOHN BYRNELL, formerly of WXYZ, Detroit and WTOL, Toledo and Wm. Esty Adv. Agency in New York, has joined the announcing staff of WHK-WCLE, Cleveland. Alma Kendeall and Ann Novotay, both new to radio, have joined the WHK-WCLE office service department, and Virginia Leininger has been promoted to secretary to Program Director Russell W. Richmond, replacing Marjorie Osborne, now sustaining traffic manager. Ruth Chase, secretary to E. L. Gove, technical supervisor of United Broadcasting Co., married James L. Bennett Sept. 3.

WILLIAM E. COYLE, radio director of the *Washington Star*, owner of WMAL, has won the gold prize for second highest honors in freshman debate at Washington College of Law. Award was by Sigma Nu Phi fraternity.

NORMAN MacKAY, director of programs and advertising at WQAM, Miami, this month celebrates his fourth anniversary on the air as "Uncle Mac," reading *Miami Herald* comics.

HENK A. C. VAN RIEMSDIJK, who came to this country in May to learn American methods of broadcasting, and who is now in NBC's news and special events division, late in September will marry Jetty Philips, who is coming from Holland.

ELAINE STERNE CARRINGTON, author of *Pepper Young's Family*, has been engaged to write six half-hour dramatic sketches for *Dr. Christian*, featuring Jean Hersholt, which returns to CBS Oct. 4.

BILL JOHNSTONE, radio actor who has been heard on *March of Time*, *Valiant Lady* and other network programs, has been chosen to succeed Orson Welles as *The Shadow*, resuming on WOR-Mutual Sept. 25 and sponsored by Delaware, Lackawanna & Western Coal Co.

DALE GROOM, formerly of WJR, Detroit, has joined WRTD, Richmond.

ORVILLE WEIMER, of WAAW, Omaha, has been named program director. Burdette M. Smith, with KSOO, Sioux Falls, S. D., for the last eight years, has joined the WAAW staff as director of the farm service department, and Paul R. Fry, Omaha and Chicago agency man, has been made promotion manager.

MARGARET HANLEY, formerly with the accounting department of KYA, San Francisco, has resigned to become secretary of the CBS sales department in San Francisco.

GLENN RIGGS, recently appointed to the NBC senior announcing staff, has been presented with a gold ring engraved with the initials of his former associates on the announcing staff of KDKA, Pittsburgh. Joining in the presentation were Bill Sutherland, Ed Schaughency, Bill Hinds, Dave Garroway, Bob Shield, Bill Beal, and G. Dare Fleck.

LLOYD G. VENARD, sales and merchandising director of WCKY, Cincinnati, recently addressed the Ohio Valley Druggists Assn. at the Homestead Twin Lanterns Country Club, speaking of radio-newspaper cooperation in promoting *Nationally Advertised Brands Week*.

MORT LAWRENCE became assistant production manager of WCAU, Philadelphia, Sept. 9, replacing Bob Gill, who resigned to continue his studies at Carnegie Tech.

DALE ARMSTRONG, Hollywood commentator, has been signed by RKO Radio Pictures to portray an announcer in the film *The Miracle Racket*.

GEORGE SNELL is program director, George Provol production manager and Ted Kimball manager of public relations in a revision of the executive setup of KDYL, Salt Lake City, announced early in September.

HOLLY NOBLE, CBS New York publicity writer, on leave for two months, has rejoined the network as a member of the KNX, Hollywood, publicity staff. Ed Sammis, CBS New York feature editor, was in Hollywood early in September.

BOB LEMOND has returned to the announcing staff of KEHE, Los Angeles, after five months in San Francisco as production manager of KYA. He succeeds Jerry Mohr, who resigned from KEHE to return to the stage.

LANSING LINDQUIST, former continuity chief at WNBX, Springfield, Vt., has been transferred to WSYR, Syracuse, as assistant program director.

DAVE NOWINSON, formerly continuity editor and publicity director of the Iowa Broadcasting System, Des Moines, has joined the script department of KFI-KECA, Los Angeles, and will write special custom built shows.

GENE REYNOLDS, formerly of KOMA, Oklahoma City, has joined WBAP, Fort Worth.

RUSS DAVID, musical director of KSD, St. Louis married Jean Chassels, singer with the *Harmonettes*, radio ensemble, Aug. 13. Joe Todd, KSD continuity supervisor, also married Dorothy Schulenburg, daughter of E. A. W. Schulenburg, media director of Gardner Advertising Co. Sept. 3; and Peggy Denyvan, secretary to Program Director Frank Eschem, has announced her engagement and coming marriage to Louis W. Bennet, of Tulsa, Okla.

DAVE TYSON, formerly chief announcer and night supervisor of WFIL, Philadelphia, is now program director and sales manager of WTNJ, Trenton, N. J. The new job starts immediately upon his return from the Steel Pier in Atlantic City, where Tyson has been in charge of children's activities for the last seven seasons as "Daddy Dave".

KIERAN BALFE has been appointed an announcer on the staff of WWSW, Pittsburgh, relinquishing his publicity duties to H. B. (Bud) Trautman, formerly publicity agent for the Pittsburgh Playhouse and the Keene (N. H.) Summer Theater.

ROBERT FORWARD, formerly with KSAN (KGGC) San Francisco, recently joined KYA, San Francisco.

JOHN GILLINGHAM, formerly associated with various San Francisco agencies, has been given a temporary assignment in the KYA production department.

FRANCIS C. O'KEEFE, partner in Rockwell-O'Keefe, New York, has announced his resignation, effective Oct. 15.

JOHN FITZGERALD, of the CBS special events division, and Ruth E. Riegel, photographic model, have announced their engagement, and plan to be married early in the winter.

CLINTON JONES, KNX, Hollywood, assistant news editor, married Elinor Argabrite in Los Angeles Sept. 10.

AL SIMON, publicity director of WHN, New York, is writing a weekly radio column, *Twisting the Dials*, for 68 newspapers.

PAUL WEICHELT, secretary of Press-Radio Features, Chicago program firm, married Louise Dickson Sept. 3.

HANS MUENZER, concert violinist, has joined the musical staff of WGN, Chicago, as concertmeister of the WGN-Mutual orchestra directed by Henry Weber.

MORT LAWRENCE assumed his new duties as assistant production manager of WCAU, Philadelphia, Sept. 12.

MARTHA PERCILLA has joined WGPC, Albany, Ga. as staff pianist and secretary to Manager Stewart Watson.

BILL LAWRENCE, CBS Hollywood producer, has been made the 1,001,855th member of International Itinerant Migratory Workers Union (Hoboes of America), by Jeff Davis, president.

GEORGE BARBER, formerly of WDOD, Chattanooga, has joined WSIX, Nashville.

JENNIE SCHRIVER has joined the secretarial staff of WTAR, Norfolk, Va.

LEE GRANT was recently named musical director of WMCA, New York.

JACK SWIFT, announcer of WSUN, St. Petersburg, Fla., has returned to the University of Florida at Gainesville.

GURDON MOOSER, chief accountant at KYA, San Francisco, recently returned to his desk after an appendectomy.

BOB MOORE, formerly of KHJ, Los Angeles, has joined KARM, Fresno, Cal., as announcer-salesman.

IS THE WEST'S 3RD LARGEST MARKET...

INNER CALIFORNIA
...Larger than either Seattle or Portland
SACRAMENTO
STOCKTON
FRESNO
BAKERSFIELD

A PLUS OR A MINUS FOR YOU?

It's a plus ONLY if you are covering it adequately by use of its "home network" . . . the McCLATCHY radio stations! It's a minus if you're trying to reach this rich, productive market with San Francisco or Los Angeles stations alone: it can't be done! You'll really "sell" California ONLY when INNER CALIFORNIA is included . . . with its four key distributing centers: Sacramento, Fresno, Stockton and Bakersfield . . . all among the nation's leaders in per capita retail sales.

The McCLATCHY stations number 80% of the radio families of this great trading area among their "regular listeners". Owned and operated by the McCLATCHY Broadcasting Company . . . affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee . . . these regular NBC Red & Blue Network outlets offer the ONLY COMPLETE coverage of the West's third largest market. Spot or network, day or night, their audience is COMPETITION-PROOF!*

Their exclusive coverage of this isolated trading area . . . whose center is as far from San Francisco as Baltimore is from New York . . . means that the McClatchy stations provide a perfect set-up for "TESTING". The McClatchy Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. For all marketing information concerning the important Inner California trading area, sales helps, etc., write or wire the McClatchy Broadcasting Company, Sacramento.

KFBK SACRAMENTO
NBC–Red & Blue
KWG STOCKTON
NBC–Red & Blue
KMJ FRESNO
NBC–Red & Blue
KERN BAKERSFIELD
NBC–Red & Blue
KOH RENO, NEVADA
CBS
★
Represented nationally by the
PAUL H. RAYMER CO.
New York · Chicago · Detroit
San Francisco

---

*For a complete coverage of *all* California use the California Radio System, which includes the McClatchy Stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.

McCLATCHY BROADCASTING COMPANY SACRAMENTO CALIFORNIA
California Radio System

COVERING the International Tuna Tournament at Liverpool, Nova Scotia, in latter August were these three angler-broadcasters (l to r): Raymond Camp, *New York Times*, heard weekly in game and fish commentaries on NBC-Red; Bob Edge, Mutual's game and fish commentator, and Bob Anderson, of the Halifax staff of CBC. Each did a radio turn from the tournament, which brought big game anglers to Nova Scotia from the United States, Britain and Cuba and which was won by the Cuban team.

Insurance Account

SERVICE LIFE INSURANCE Co., Omaha, has not yet decided its radio advertising plans, and such advertising as it is doing is being placed direct, according to a statement by C. C. Buchanan, of Buchanan & Thomas Adv. Co., Omaha agency. Mr. Buchanan advises BROADCASTING that the report carried in the Sept. 1 edition, stating that the company will soon start a thrice weekly live talent series on Midwestern stations, was premature.

Pacific Marketers' Use of Radio

(*Continued from page 17*)

spot radio substantially for the first time last year will probably repeat with a similar program for the coming season. The account is directed by the Seattle office of J. Walter Thompson with spot radio placements made from the San Francisco office.

The flexibility of spot radio has been one of its most important assets in serving accounts of this character. Despite general overproduction of agricultural commodities, few of the Coast's specialty crops are marketed on a full national basis. This is particularly true of the brand accounts such as Big Y and Blue Diamond apples, Sunsweet prunes and Sunkist citrus fruits. Consequently, magazine and transcontinental radio entails considerable waste circulation. Placement of all media is largely made on a spot basis due to price factors, local distributor connections, shipping costs and seasonal competition from locally grown fruits and vegetables.

In campaigns of this type plans are frequently changed almost from day to day. It is not uncommon for announcement copy to be wired to some Eastern station and be on the air the following day in order to take immediate advantage of some price condition or temporary oversupply. The possibilities of spot radio billing from association accounts of this type seem limited only by organization problems inherent in any kind of cooperative marketing program.

Summarizing the outlook for Pacific Coast business for eastern stations this year, it seems conservative to say that it will be substantially greater than ever before. Percentagewise, much of the increase will come from Southern California but there will be business in volume from all up and down the Coast. It was in anticipation of this that our own organization opened offices in Los Angeles a year ago and in Seattle the first of this year. Edward Petry & Co. opened an office in Los Angeles this spring and other national representation firms may follow as both CBS and NBC owned and managed stations are well represented in that territory as well as in San Francisco.

When it is realized that coast spot business for stations east of the Rockies has increased no less than 300% in the last two years, the prediction of a further large increase this year may seem unduly optimistic. But that's the way it looks from where I sit and perhaps more looking and less sitting will help to bring it about.

WAPI, Birmingham, has started *Alabama Motorways* each morning at 8:10, to give travellers, tourists and trucksters information about highway and travel routes and news on road construction and detours.

Gordon Baking Co. Cited In First FTC Complaint Under New Amendment

FIRST COMPLAINT on radio advertising constituting an unfair and deceptive act and practice in commerce in violation of Sec. 5 of the Federal Trade Commission Act and within the terms of Sec. 12, one of the new sections added by the Wheeler-Lea amendment passed last March, was issued by the FTC Aug. 31 against Gordon Baking Co., Detroit, and Long Island City, N. Y.

Other complaints against radio advertising have been issued by the FTC under Sec. 5, since approval of the Wheeler-Lea amendment March 21, but this is the first case involving Sec. 12, which makes unlawful, as an unfair or deceptive act or practice in commerce within the meaning of Sec. 5, the dissemination of false advertisements. [BROADCASTING, July 15]. The Wheeler-Lea amendment permits the FTC to proceed in issuing a complaint ignoring the question of "unfair competition", as required before.

The FTC complaint against Gordon Baking Co., encompassing the firm's radio, newspaper and circular advertising, charges the company represents that each one-pound loaf of its Silver Cup Bread contains two-thirds of a pint of fresh whole milk, when such is not a fact. The milk is alleged in the complaint to be condensed milk, and present in a quantity less than the equivalent of two-thirds of a pint of fresh whole milk. The company is given 20 days to answer the complaint, and hearing on the charges has been set for Oct. 7.

The FTC on Sept. 8 announced that Cities Service Oil Co., New York, had agreed to cease allegedly misleading claims for its gasoline and oil.

Bunte Bros., Chicago, has been ordered to cease packing candy in a manner said to involve lottery and gift methods. Pro-Ker Laboratories, New York, has been ordered to cease certain claims for its hair preparation.

Sears Roebuck & Co., Chicago, has agreed to discontinue allegedly misleading claims for its Vitamin E Capsules and radio receivers. Radio sets are not to be labeled "all wave" when incapable of reception over the entire broadcast range.

WTBO ... and WTBO *alone* serves Maryland's second richest market

A total population of 639,960 which annually spends $177,939,000 depends entirely upon WTBO for satisfactory radio service. WTBO offers the one way to reach this prosperous section at small cost . . . That's why

To National Advertisers
WTBO is a MUST medium

Cumberland, Maryland

NO NETWORK STATION SERVES THIS CITY
800 KC·
250 Watts

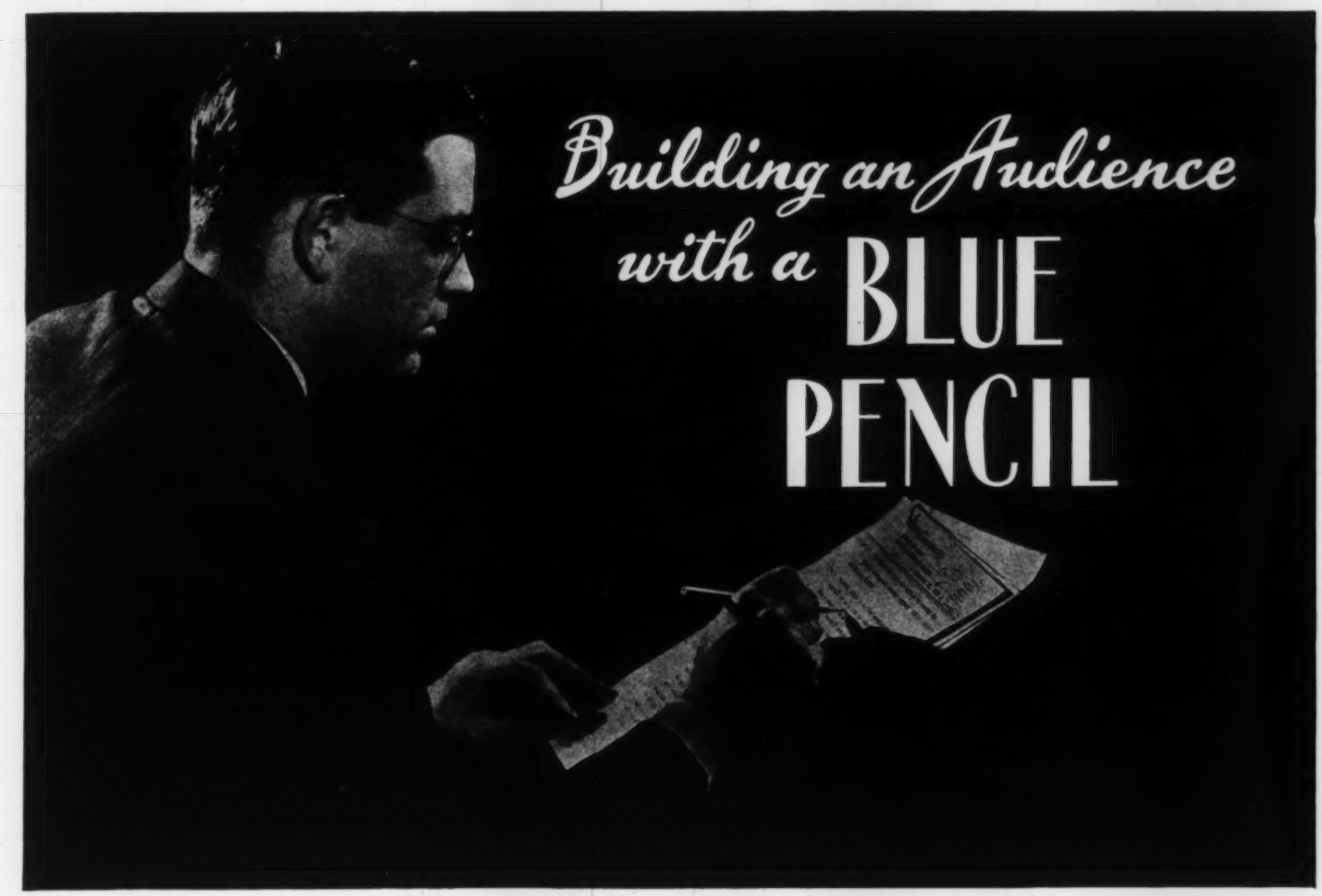
NATIONAL REPRESENTATIVE: JOSEPH H· McGILLVRA

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL
ATLANTA



Building an Audience with a BLUE PENCIL

THE size of WSM's voluntary audience has been built not by network shows which are available from many sources, but from the unique manner in which we handle the sustaining and commercial broadcasts originating at WSM.

The continuities for all these broadcasts are subjected to careful scrutiny and editing. Unless copy is in keeping with the WSM standard it is blue penciled and rewritten by our own staff.

Commercial copy must meet these standards: **1.** Is the product meritorious? **2.** Are the claims for it truthful? **3.** Are they in good taste? This is the all inclusive test of a WSM broadcast.

Is it in the Public Interest?

This self-imposed censorship has a two-fold purpose—to justify the faith of one of the largest voluntary radio audiences in America and to protect the good name of the products we advertise to them.

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

The Air Castle of the South

WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Bar Group Proposes Rules Changes

(*Continued from page 26*)

posal conforms with the practice of other commissions and administrative agencies. Its specific proposal was that the examiner or commissioner who is to preside at a hearing "must be specifically designated to do so by order of the Commission and such order of reference will include the name of the official to hear the matter as well as the manner in which he is to make his report and the subject matter and issues his report is to cover. Neither the present regulations, nor those proposed by the Rules Committee of the Commission make any provision for the designation of officials to preside at hearings and your committee has incorporated such a provision in the belief that it is in conformity with the intent of the Communications Act and will provide the basic order for conducting each and every proceeding."

The Rules Committee proposal that the three-year-old provision preventing attorneys from FCC practice be revised so as to prevent them from appearing only in cases pending before the Commission at their time of separation from service was approved by the Bar Committee with the exception that it suggested that one sentence be stricken as unnecessary. This sentence prescribed that the provisions of the rule would not apply to any person practicing as an attorney in behalf of any municipality or state or the Federal Government in any proceeding before the Commission.

Placing Responsibility

Throughout the proposed new rules, the committee suggested that in hearing procedure all actions be taken "by order" of the Commission, thus placing the responsibility upon the Commission itself rather than upon subordinates. It pointed out that, in general, when the Commission requires information to be filed by an applicant, it should be called for in the application form and that in the exceptional case where additional data may be deemed essential to the Commission's consideration of the application, the request should be made pursuant to "specific and formal action of the Commission."

New Protest Procedure

Regarding the question of temporary licenses and complaints, the committee suggested that where there is pending before the Commission any application, investigation or proceeding, the licensee should be duly notified and furnished with a copy of any complaint or communication relating to it. In this connection, the committee said, "the committee earnestly believes that any such licensee who is made the subject of a complaint should be given opportunity to answer a complaint in the same manner as other licensees of the Commission, as for example, common carriers. Such opportunity is more in accord with orderly procedure and in many cases would eliminate needless investigations and misunderstandings."

A new procedure in connection with protests involving broadcast applications also is suggested. Among other things, the committee recommended that an application granted without a hearing and protested be designated for hearing and heard in the same manner as if originally designated for hearing. In view of the requirements of a protest and of opportunity for filing a motion to strike such a protest and for hearing on it in the new Motion Docket, it held that the application should be heard in the regular manner. Along the same line, the committee suggested that the procedure regarding designation of applications for hearing be changed to clarify the new procedure. Initial pleadings would be called appearances. The appearance of a party respondent would disclose the nature of his interest. Under the new procedure the first notice would not fix the hearing date. It was held that with this new procedure, many frivolous applications might be eliminated.

Holding of informal hearings or conference rather than formal hearings, in connection with the investigation of any matter which the Commission has the power to investigate, was suggested by the committee. In such fashion, it was felt, the Commission might save time and money by conferring with parties involved on non-controversial matters which might be cleared up in that fashion.

New Hearing Plan

Substantial changes in the procedure in connection with issuance of subpoenas and taking depositions also were advanced by the committee. A new procedure on petitions for rehearing also was suggested for the purpose of clarification. In this connection, it was pointed out that at present the rules do not state what relief may be requested in a petition for rehearing and "an anomalous situation arises where a petitioner in form requests a rehearing while actually desiring reargument or reconsideration." The committee said it felt the provision for petitions for rehearing should be broad enough to include requests for any of the kinds of relief indicated. There also should be provision for filing an opposition to such petitions, it stated.

Finally, the committee suggested that the new rules should become effective Jan. 1, 1939, and remain in effect until revoked, modified, amended or supplemented by further order of the Commission.

WIBW CUSTOMERS JUMP SALES 400%
FRIGIDAIRE
INSURANCE
DRUGS

Yes, sir, 400% increase in sales—and in just one month! That's the statement of one WIBW advertiser who has used a daily program for over two years.

"Stress this product for a month and see if you can boost our normal sales," they told us. We knew their sales volume was already satisfactory. We also knew that farm and small town Kansas listeners were our neighbors—that they had confidence in WIBW — bought WIBW advertised products. We told them and they *bought!* Sales immediately jumped more than 400%!

Let this great *personalized* selling force help increase *your* sales in Kansas.

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

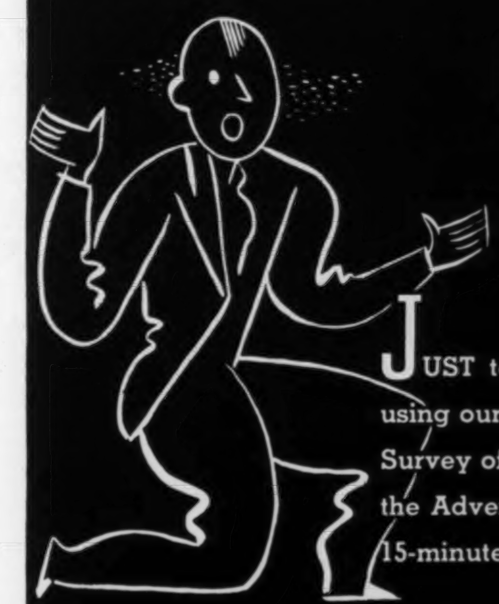
Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

WIBW—"*The Voice of Kansas*"

Two States for the Price of One City

WNBX

SPRINGFIELD, VERMONT



could we ask for anything more!

JUST ten days ago a prominent National Advertiser* using our facilities completed a personalized cross-section Survey of our Italo-American market. Two days thereafter the Advertiser's Agency sent in a 13-week renewal of the 15-minute show across the board!

Needless to say, we were very happy. Being of an inquisitive nature (and also a "bug" for facts), we asked what the survey revealed. And this is what we learned:

- Not only were many new Italian retail outlets opened up, but the many stores which handled the product reported largely increased sales for which the retailers gave full credit to the Advertiser's Italian broadcasts!

Could we ask for anything more — in fact, could a Sponsor! You too will find this same response when you advertise "The Italo-American Way!"

* Name gladly given on request.

WOV
NEW YORK • 1000 WATTS

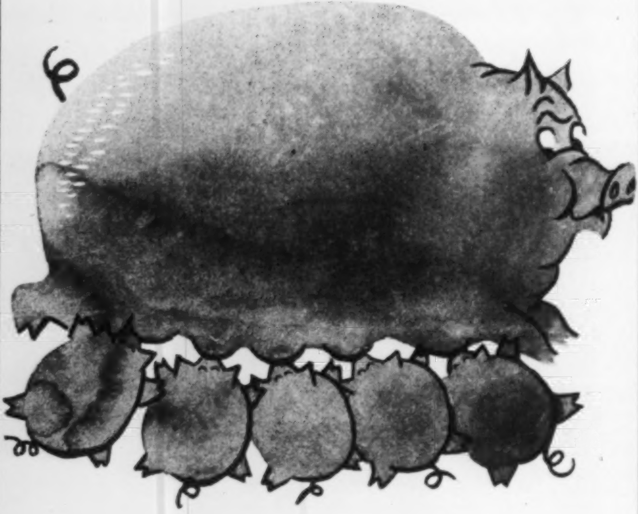
WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK

Autumn News:
14 NEW ACCOUNTS THIS MONTH!

★ ★ ★ THERE'S NO SUBSTITUTE FOR LOCAL OUTLETS



MANUFACTURERS sell through retailers . . . retailers pick 100 per cent metropolitan locations and open neighborhood branches. Of course they do! For the entire structure of merchandising is built on the foundation theory that the closer the product is identified with the consumer, the easier and more permanent the sale . . . Buy your radio on the same sound logic. Buy Don Lee for the only complete, local coverage of the West Coast. Twenty-eight primary local stations in the twenty-eight primary Pacific Coast markets. On Don Lee your message becomes part of the listeners intimate community life . . . a friendly suggestion from a neighbor that calls for immediate action.

DON LEE
BROADCASTING SYSTEM
The Nation's Greatest Regional Network
LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.

Affiliated with MUTUAL

Represented by JOHN BLAIR & CO.

PICKED BY FORD
Ron Gamble, WJR, Named to Announce Program

PICKED by Ford Motor Co. and N. W. Ayer & Son executives from 61 aspirants whose voices were auditioned and recorded in CBS stations throughout the country, Ron Gamble, 23-year-old member of the announcing staff of WJR, Detroit, has been selected to handle the *Ford Sunday Evening Hour* program which resumed on CBS Sept. 11.

Mr. Gamble

He succeeds Truman Bradley, now in Hollywood. Young Gamble joined WJR only last March, coming from WHIO, Dayton. He got his first radio experience at WKZO, Kalamazoo, while attending Kalamazoo College and for a time worked with WJIM. The contestants for the Ford berth were known to the selection committee only by number, and three WJR announcers were among the first choices. The other two were John Stinson and Franklyn Mitchell.

KDKA Staff Changes

SHERMAN D. GREGORY, new manager of KDKA, Pittsburgh, has appointed Derby Sproul as program manager and Clarence Pettit as public relations director, both of whom were brought from Denver by A. E. Nelson, Mr. Gregory's predecessor and now sales manager of NBC-Blue. G. Dare Fleck has been placed in charge of all KDKA program listings, day books, announcer assignments, studio schedules and traffic. William E. Jackson, acting manager of the station pending Mr. Gregory's arrival, has resumed as sales manager. Bill Deal will continue as Mr. Sproul's assistant on continuity. Richard Hogue, of the NBC guest relations staff in New York, was also appointed to the announcing staff, along with W. B. McGill, in charge of sales promotion.

S. SAGALL, managing director of Scophony Ltd., of London, is reported to be sailing for the United States in latter September to introduce Scophony's large-screen television receivers, employing mechanical scanning, and contemplates the possible formation of a Scophony Corp. of America backed by American capital.

KQW SAN JOSE CALIFORNIA

Sell Santa Clara Valley's Farmers With

"THE KQW AGRICULTURAL DAILY"

A Local Farm Program
Available For Announcements
At Regular Rates.

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

Mrs. H. A. Lafount Dies in Washington

MRS. ALMA ROBISON LAFOUNT, wife of Harold A. Lafount, former Federal Radio Commissioner, died Sept. 8 in the Washington Sanitarium after an illness of three months. A native of Montpelier, Idaho, she was 54 years old. The funeral took place from the home of Mr. Lafount's father in Salt Lake City Sept. 11.

Mrs. Lafount came to Washington from Salt Lake City in 1927 when Mr. Lafount was first appointed a member of the original Radio Commission, on which he served until the FCC was formed in 1934. They have lived in the capital since that time. Mr. Lafount is now an executive officer of the Bulova radio interests and Washington representative of World Broadcasting System.

Mrs. Lafount had been active in civic and social work for many years. She was a graduate of Utah State Agricultural College, and during her years in Salt Lake City was active in various auxiliary organizations of the Church of Jesus Christ of the Latter Day Saints (Mormon) and also on behalf of the Children's Hospital.

She is survived by her husband, two brothers, a sister and four daughters—Mrs. Elsie Richards, wife of the U. S. Customs representative for western Europe, residing in Paris; Mrs. Lenore Romney, Washington; Mrs. Constance Scowcroft, Ogden, Utah, and Mrs. Ruth Colby, Los Angeles.

James R. Sheffield

JAMES R. SHEFFIELD, member of the board of directors of RCA and NBC, died Sept. 2 at his summer home on Upper Saranac Lake, N. Y., following a cerebral hemorrhage the night previous. President of the National Republican Club from 1914 to 1916 and a delegate to the Republican National Conventions of 1916, 1920, 1924 and 1936, Mr. Sheffield was appointed Ambassador to Mexico by President Coolidge in 1924, serving during the troublesome Calles regime until 1927. Interested in welfare and education, he was a trustee for the Carnegie Endowment for International Peace, former chairman of the board of trustees of Barnard College, and a member of the boards of Babies Hospital, Presbyterian Hospital and Trudeau Sanitorium. His successor on the boards of RCA and NBC will be elected at the next regular board meeting, on Sept. 30.

Frank Atlass

FRANK ATLASS, retired Chicago industrialist and father of H. Leslie Atlass, CBS vice-president, and Ralph Atlass, president of WJJD and WIND, died in Chicago Sept. 2. He was 70. His widow also survives.

GE Commentator

DOROTHY THOMPSON, political commentator heard last year for Pall Mall cigarettes, will appear each Monday night starting Oct. 3, on *Hour of Charm*. Sponsored by General Electric Co., the program will be broadcast on the NBC-Red network, through Maxon Inc., New York.

Take a Choice Cut
in this Billion Dollar Market

Southern New England, with its consistent billion dollars of *spendable* income, offers a juicy piece of business to any advertiser. And it's a matter of record that the surest way to assure a really choice cut in this responsive market is through this area's most popular station — WTIC. Here is the way WTIC rates — with listeners *and* advertisers —

FIRST
- In Listener Popularity by more than 2 to 1
- In Number of Network Advertisers
- In Number of National Spot Advertisers

TRANSRADIO NEWS NOW AVAILABLE

on **WTIC**

15 Minute Periods

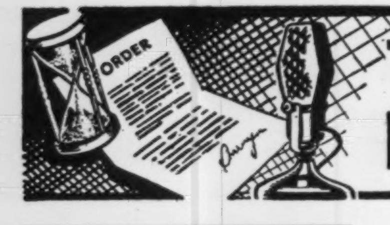
8 A.M.
1 P.M.
6 P.M.
11 P.M.

(DAILY)

Rates and further information will be supplied on request

50,000 WATTS **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • **Member NBC Red Network and Yankee Network**
Paul W. Morency, General Manager • **James F. Clancy, Business Manager**
Representatives: Weed & Company • **New York Detroit Chicago San Francisco**



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Comet Rice Mills, Beaumont, Tex., 2 *t* weekly, 15 weeks, thru Freitag Adv. Agency, Atlanta.

Standard Brands Inc., New York (Royal baking powder), 5 *t* weekly, 17 weeks, thru McCann-Erickson, N. Y.

Wander Co., Chicago (Ovaltine), 5 *t* weekly, 39 weeks, thru Blackett-Sample-Hummert, Chicago.

Lehn & Fink Products Co., New York (Hinds Honey & Almond cream), 5 *sp* weekly, 13 weeks, thru Wm. Esty & Co., N. Y.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, 30 weeks, thru Blackett-Sample-Hummert, Chicago.

Purina Mills, St. Louis (Startena), 3 *t* weekly, thru Gardner Advertising Agency, St. Louis.

Mrs. Baird's Bread Co., Dallas, (Mrs. Baird's Bread) 5 *t* weekly, thru Tracy-Locke-Dawson, Inc., Dallas.

Peter Paul, Inc., Naugatuck, Conn., (Mound's candy bar) 5 *ta* weekly, thru Platt-Forbes Inc., N. Y.

Babcock Brothers, Dallas (auto accessories), 5 *sp*, weekly, thru Albert Couchman Adv. Agency, Dallas.

Southwestern Drug Corp., Dallas (wholesale drug supplies), 3 *sp* weekly, direct.

KFRC, San Francisco

General Mills, San Francisco, 5 *t* weekly, thru Westco Adv. Agency, San Francisco.

Hartz Mountain Products, New York, (bird seed) weekly *sp*, thru George H. Hartman, N. Y.

P. Lorillard Co., New York (Sensation cigarettes) 2 *sp* weekly, thru Lennen & Mitchell, N. Y.

Crowell Pub. Co., New York, (magazines), weekly *sp*, thru Geyer, Cornell & Newell, N. Y.

White Laboratories, New York (Feen-a-mint) 5 *sa* weekly, thru William Esty & Co., N. Y.

Oxo Ltd., Montreal (boullion cubes) 3 *sa* weekly, thru Platt-Forbes, N. Y.

Peter Paul Inc., San Francisco (Ten Crown gum) 3 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.

Barton Mfg. Co., St. Louis (Dyanshine) 3 *sa* weekly, thru Anfenger Adv. Agency, St. Louis.

KQW, San Jose, Calif.

Progressive Optical Co., San Jose (opticians), weekly *t*, direct.

Santa Cruz Hotel & Restaurant Owners, Santa Cruz (association) 5 *sa*, direct.

California Prune Pro-Rate Committee, San Francisco (organization) 4 *sp*, direct.

KFOX, Long Beach, Cal.

Benj. Franklin Assurance Co., San Francisco (insurance), 4 *sp* weekly direct.

Globe Investment Co., Los Angeles (finance), 5 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WTMJ, Milwaukee

Krier Preserving Co., Belgium, Wis. (Serv-U-Rite vegetables), 13 *sp*, thru Olsen & Kelly Agency, Milwaukee.

WNAC, Boston

White Laboratories, Newark (Feen-a-Mint), 195 *sa*, Mon.-Fri., Sept. 6-June 5, thru Wm. Esty & Co., N. Y.

Vadsco Sales Corp., New York (Quinlax), 26 weekly *t*, Oct. 16-April 9, thru Lawrence C. Gumbinner, N. Y.

R. H. White Co., Boston (department store), 59 *sa*, Sept. 19-Oct. 1, thru Chambers & Wiswell, Boston.

Community Opticians, Boston, 312 daily *sa*, Sept. 19-Sept. 16, 1939, thru Commonwealth Adv. Agency, Boston.

Cold Spring Brewing Co., Boston (Ale), renewal 364 *sa*, Sept. 26-Sept. 24, 1939, thru Harry M. Frost, Boston.

WAAB, Boston

Cranberry Canners Inc., South Hanson, Mass., 4 daily *sa*, thru Harry M. Frost Co., Boston.

D'Arrigo Bros. Co., Boston (broccoli), weekly *sa*, thru Harold F. Lewis Adv. Agency, Boston.

Peter Paul Inc., Naugatuck, Conn. (chewing gum), 5 weekly *sa*, thru Platt-Forbes N. Y.

Moody Bible Institute, Chicago, weekly *sp*, 26 weeks, thru Critchfield & Co., Chicago.

H. P. Hood & Sons, Lynn, Mass. (Hood's milk & cream), 3 *sa*, thru Harold Cabot & Co., Boston.

Revere Construction Co., Revere, Mass. (Pleasure beach), 24 *sa*, thru David Malkiel, Boston.

WDRC, Hartford

Koppers Co., New York (coal), 6 *sa* weekly, thru BBDO, N. Y.

Plymouth Motor Car Co., Detroit, 26 *sa*, thru J. Stirling Getchell, N. Y.

Rumford Chemical Works, Providence, R. I., 3 *sa* weekly, thru Atherton & Currier, N. Y.

WIRE, Indianapolis

Allis-Chalmers Mfg. Co., Milwaukee, 20 *sa* weekly, thru Bert S. Gittins, Milwaukee.

Bunte Bros., Chicago, 26 *sa* weekly, thru Erwin, Wasey & Co. Inc., Chicago.

KECA, Los Angeles

Maurice Ball Inc., Los Angeles (furs), 2 *sa* weekly, thru Nellie L. Walsh Adv. Service, Los Angeles.

WOR, Newark

National Educational Alliance, New York (*Popular Educator Magazine*), weekly *sp*, thru Walter E. Thwing, N. Y.

Lamont, Corliss & Co., New York (Ever Ready cocoa), 5 weekly *sp*, thru Cecil, Warwick & Legler, N. Y.

Atlantic Refining Co., Philadelphia, football games, thru N. W. Ayer & Son, Philadelphia.

Maltex Co., Burlington, Vt. (cereal), weekly *sp*, 6 weekly *sa*, thru Saml. C. Croot, N. Y.

Gambarelli & Davitto, New York (wines), weekly *sp*, thru De Biasi Adv. Agency, N. Y.

KDKA, Pittsburgh

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), daily *sa*, 26 weeks starting Oct. 3 thru John W. Queen Agency, Boston.

Duquesne Brewing Co., Pittsburgh, 104 *sp*, starting Sept. 23, thru Walker & Downing Pittsburgh.

Royal Typewriter Co., New York, daily *sa*, 13 weeks starting Sept. 22, thru Buchanan Co. N. Y.

Kellogg Co., Battle Creek (All Bran), 39 *sp* starting Sept. 12, thru Kenyon & Eckhardt, N. Y.

KHJ, Los Angeles

Dr. Frank B. Robinson, Moscow, Id. (religious), weekly *t*, thru Izzard Co., Seattle.

Southern Californians, Los Angeles (political), 12 *t*, thru BBDO, Hollywood.

Reid Murdock Co., Los Angeles (Monarch canned products), 5 weekly *sp*, thru Roy Alden & Associates, Los Angeles.

KDYL, Salt Lake City

Union Pacific Stages, Omaha, 52 *sp*, thru Beaumont & Hohman, Omaha.

Dr. Pepper Bottling Co., Salt Lake City, 600 *sa*, thru Gillham Adv. Agency, Salt Lake City.

Peter Paul Inc., San Francisco, 60 *ta*, thru Emil Brisacher & Staff, San Francisco.

KYA, San Francisco

Denalan Co., San Francisco (false-teeth cleanser) 2 weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

MONTREAL
5 MI.
NEW YORK
SID HIX

"I don't know much about Montreal, J. P., except that's where Canada's Busiest Station is . . . CKAC!"

KSFO, San Francisco

Peter Paul Inc., San Francisco (Ten Crown Gum-Mound Candy) 5 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

Oxo, Ltd., Montreal (beef cubes) 5 *sa* weekly, thru Platt-Forbes, N. Y.

Lewis-Howe Co., St. Louis (Tums) 10 *ta* weekly, weekly *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Beaumont Laboratories, St. Louis (4-way cold tablets) 10 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Atlantis Sales Corp., Rochester (Coleman's Mustard) 5 *sa* weekly, thru J. Walter Thompson, N. Y.

Vadsco Sales Corp., New York (Quinlax), weekly *sp*, thru Lawrence C. Gumbinner, N. Y.

Chrysler Corp., Detroit (Plymouth), 10 *sa* weekly, thru J. Sterling Getchell, Chicago.

Oneida Community, Oneida, N. Y. (Tudor Plate silverware) 2 *sa* weekly, thru BBDO, N. Y.

Duart Sales Co., Ltd., San Francisco, 12 *t* weekly, thru Howard Williams Agency, San Francisco.

Dr. Phillips Grapefruit Juice, San Jose, 6 *sp* weekly, thru Long Adv. Agency, San Francisco.

H. C. Capwell Co., Oakland, 54 *sa* weekly, thru Tomaschke-Elliott Agency, Oakland.

Selma Products Co., Los Angeles. 5 *sp* weekly, thru Raymond R. Morgan, Los Angeles.

Florida Citrus Association, New York, 7 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WOV-WBIL, New York

Planters Edible Oil Company, New York (Ali d'Italia Oil), 6 times weekly, 26 weeks, thru Pettinella Adv. Co., N. Y.

Health Products Corp., Newark (Feen-a-mint), 5 *sa* weekly, 39 weeks, thru William Esty & Co., N. Y.

Continental Baking Co., New York (Wonder Bread), 35 *sa*, thru Benton & Bowles, N. Y.

Keystone Mfg. Co., Philadelphia, Pa. (San Giorgio Macaroni), weekly *sp*, thru Aitkin-Kynett, Philadelphia.

Rev. Glenn H. Davis, Philadelphia, weekly *sp*, 13 weeks, direct.

KFH, Wichita

Wm. Wrigley Jr. Co., Chicago (chewing gum) 260 *sa*, thru Neisser-Meyerhoff, Chicago.

Florida Citrus Commission, Lakeland. Fla., 20 *sa*, thru Ruthrauff & Ryan, N. Y.

Industrial Training Corp., Chicago, 13 *t*, thru James R. Lunke & Associates, Chicago.

Horlick Malted Milk Corp., Racine, Wis., 60 *t*, thru Roche, Williams & Cunnyngham, Chicago.

Firestone Tire & Rubber Co., Akron, 26 *t*, thru Sweeney & James, Cleveland.

Allis-Chalmers Mfg. Co., Milwaukee (tractors), 15 *sp*, thru Bert S. Gittins, Milwaukee.

WGN, Chicago

Bowey's Inc., Chicago (Dari-Rich), 93 *t*, thru Stack-Goble Adv. Agency Inc., Chicago.

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *sp*, thru Henri, Hurst & McDonald, Chicago.

WMCA, New York

Alkine Laboratories, New Brunswick, N. J., 10 *sa* weekly, 39 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.

American Jai-Alai Corp., New York, 6 *sa* weekly, 13 weeks, direct.

WABC, New York

Manhattan Soap Co., New York (Sweetheart soap), weekly *sp*, thru Peck Adv. Agency, N. Y.

WJZ, New York

Arcabe Inc., New York (Cream of Pine lotion), 2 *sp* weekly, thru White-Lowell, N. Y.

WBT, Charlotte, N. C.

Acme White Lead & Color Works, Detroit (paint), 39 weekly *t*, thru Henri, Hurst & McDonald, Chicago.

Wesson Oil & Snowdrift Sales Co., New Orleans (mayonnaise), 39 *sp*, 3-weekly, thru Fitzgerald Adv. Agency, New Orleans.

Carolina Baking Co., Atlanta (O'Boy bread), 78 *t*, 3-weekly, renewal, thru Freitag Adv. Agency, Atlanta.

Fairmont Tobacco Board of Trade, Fairmont, N. C. (Fairmont tobacco), 77 daily *sa*, direct.

L. Grief & Bros., Baltimore (Chatham Homespun suits), 39 *sp*, 3-weekly, thru Cahn, Miller & Nyburg, Baltimore.

Commercial Credit Co., Baltimore (financing), 13 weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.

Firestone Tire & Rubber Co., Akron (tires), 26 *t*, 2-weekly, renewal, thru Sweeney & James, Cleveland.

Manhattan Soap Co., New York (Sweetheart soap), 26 *ta*, thru Peck Adv. Agency, N. Y.

Rit Products Corp., Chicago (dye), 52 *ta*, 4-weekly, thru Earle Ludgin Inc., Chicago.

Rumford Chemical Works, Providence, R. I. (baking powder), 18 *sa* weekly, 26 weeks, thru Atherton & Currier, N. Y.

Mantle Lamp Co., Chicago (Aladdin Lamps), 26 *t*, 2-weekly, thru Presba, Fellers & Presba, Chicago.

Ralston Purina Co., St. Louis (Purina Chows), 120 *t*, 3-weekly, thru Gardner Adv. Co., St. Louis.

Comet Rice Mills, New York, 45 *sp*, 3-weekly, thru Freitag Adv. Agency, Atlanta.

Page Williamson Inc., Charlotte (Duo-Therm Heaters), 39 *t*, 3-weekly, direct.

Beeman's Laboratories, Atlanta (BGO remedy), 39 *sp* and 39 *sa*, 3-weekly, thru Harvey-Massengale Co., Atlanta.

E. R. Partridge Co., Atlanta (Carhartt overalls), 39 *sa*, 3-weekly, thru Harvey-Massengale Co., Atlanta.

WSM, Nashville

American Bird Products Co., Chicago (canary seed), 30 *sp*, thru Weston-Barnett, Chicago.

Manhattan Soap Co., New York (Sweetheart soap), 26 *ta*, thru Peck Adv. Agency, N. Y.

Peter Paul Inc., Naugatuck, Conn. (Mounds candy), 62 *ta*, thru Platt-Forbes, N. Y.

Pinex Co., Fort Wayne, Ind. (proprietary), 65 *sp*, thru Russell M. Seeds Co., Chicago.

Ralston Purina Co., St. Louis (feed), 104 *t*, thru Gardner Adv. Co., St. Louis.

Commercial Credit Co., Baltimore, 13 *t*, thru O'Dea, Sheldon & Canaday, N. Y.

WDOD, Chattanooga

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 5 *t* weekly, thru Cramer-Krasselt Co., Milwaukee.

Plymouth Motor Corp., Detroit, 26 *sa*, thru J. Stirling Getchell, Detroit.

KGNC, Amarillo, Tex.

Hay-No Laboratories, Dallas (Hay-No), 150 *sa*, thru Neal Furgeson Co., Dallas.

General Mills, Minneapolis (Corn Kix), 5-weekly *t*, thru Blackett-Sample-Hummert, Chicago.

KESTER SAMPLES
Solder Firm Gets 787,264 Replies in 6 Years

KESTER SOLDER Co., Chicago, sponsoring 30 minutes of the four-hour *Grand Ole Opry* show from WSM, Nashville, along with time on WBZ, Boston; KMOX, St. Louis, and WCCO, Minneapolis, is helping make consumers hardware store conscious, according to *Hardware Retailer*.

Kester, claiming to be the first solder manufacturer to advertise its product, began magazine advertising in 1898 which continues to the present day. The company began its radio campaign in 1933, offering samples to listeners. To date 787,264 requests for samples have been filled.

KFI, Los Angeles

Wilshire Oil Co., Los Angeles (petroleum products), weekly *sp*, thru Dan B. Miner Co., Los Angeles.

Commercial Credit Co., New York (loans & insurance), weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.

Interstate Transit Lines, Omaha, (transportation) 5 *sa* weekly, thru Beaumont & Hohman, Omaha.

KNX, Hollywood

Chicago Engineering Works, Chicago (technical school), weekly *sp*, thru James R. Lunke & Associates, Chicago.

Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste) 6 *sp* weekly, thru William A. Ingoldsby Co., Los Angeles.

Klix Inc., Los Angeles (processed soy beans) 2 *sp* weekly, thru Theodore B. Creamer Adv., Hollywood.

Coast Federal Savings & Loan Assn., Los Angeles (finance) 6 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

WNEW, New York

Siegel System Sales Corp., New York (voice training), 6 *sp* weekly, direct.

Philip Morris Co., New York (Paul Jones cigarettes), 6 *sp* weekly, thru Biow Co., N. Y.

Ford Motor Co., Dearborn, Mich., 25 *sa*, thru McCann-Erickson, N. Y.

C. F. Mueller Co., Jersey City (macaroni), 6 *sp* weekly, 39 weeks, thru Kenyon & Eckhardt, N. Y.

O'Cedar Corp., Chicago (mops and polishes), 5 *sa* weekly, 8 weeks, thru John H. Dunham Co., Chicago.

CKNX, Wingham, Ont.

Tuckett Ltd., Hamilton, Ont. (Buckingham cigarettes), 156 *t*, thru McLaren Advertising Co., Toronto.

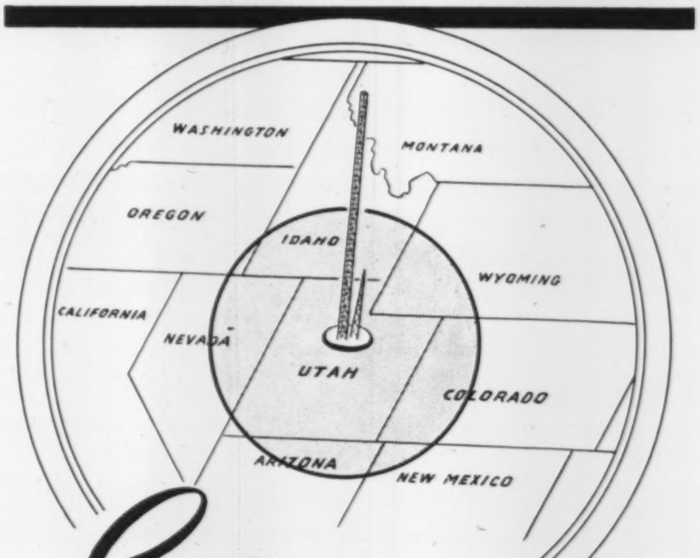
Richards Glass Co., Toronto (Rolls Razor), 13 *sa*, thru A. McKim Ltd., Toronto.

Chicago Vocational Training Corp., Hamilton, Ont. (trade school), weekly *t*, thru Norris-Patterson Ltd., Toronto.

STATION or COMMERCIAL MANAGER AVAILABLE

Five and a half years experience selling national and local advertising. Now operating good station very profitably in Middle West. City over 160,000. Go anywhere. Good reasons for change. Best of references.

Write or wire Box A-98 BROADCASTING.



Enlarging our
Circle of Friends
— your friends too

With increased power . . . with latest type RCA broadcasting equipment . . . KDYL sets a new pace in radio progress in the west.

Always the leader in showmanship and popularity in this territory, KDYL now offers to merchandisers a larger audience reached by stronger, clearer signals . . . all of which adds up to better opportunities for sales-seeking advertisers.

Now **5,000** WATTS

After all, isn't successful selling merely a matter of keeping old friends and making new ones? KDYL can help you do that.

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles
Seattle

NBC RED NETWORK

Noxzema Gets Quiz

NOXZEMA Chemical Co., New York, starting Oct. 1 will sponsor *Professor Quiz*, originator of radio's ask-me-another, on a CBS network. Assisted by Announcer Bob Trout, the professor, previously sponsored by Nash-Kelvinator, will be heard Saturday evenings at 8:30-9 p. m. Agency is Ruthrauff & Ryan, New York.

WALTER BIDDICK COMPANY
RADIO STATION REPRESENTATIVES
LOS ANGELES
SAN FRANCISCO
SEATTLE

Radio Advertisers

GENERAL MILLS, Minneapolis (Wheaties), after a survey of the New York Italo-American market, has renewed on WOV, New York, for another 13 weeks its current five-weekly show, *The Veiled Lady*, featuring Diana Baldi. Retailers survey gives full credit for the greatly increased sales to Wheaties' Italian broadcasts. Renewal also included WPEN, Philadelphia, fed the program from WOV. Blackett - Sample - Hummer, Chicago, handles the account.

DOMINION LINSEED OIL Co., Toronto (cereals and bread), is expanding its usual autumn live talent weekly program from CFRB, Toronto, to cover five or six additional stations in Ontario and Quebec. Agency is R. C. Smith & Son Ltd., Toronto.

JULIUS GROSSMAN SHOES Corp., New York, is again sponsoring Commentator Jacob Tarshish as *The Lamplighter* on WOR, Sundays, 12:30-12:45 p. m. Sterling Adv. Agency, N. Y., has the account.

SHEFFIELD FARMS Co., New York, is using WGY, Schenectady, for a farm service program, giving weather, crop and soil reports each Monday evening. William B. Duryee, assistant to the president of Sheffield, and former New Jersey Secretary of Agriculture, speaks on the programs. In New York, the company continues its WOR announcement schedule without change. Agency is N. W. Ayer & Son, New York.

PHILADELPHIA COKE Co., Philadelphia (Koppers Coke) will use spot news broadcasts to supplement newspaper and outdoor advertising in its 1938-39 campaign. N. W. Ayer & Son, Philadelphia, is agency.

MAURICE BALL Inc., Los Angeles (furriers), which recently appointed Nellie L. Walsh Adv. Service, that city, to service its account, on Sept. 4 started a 13-week campaign, using from two to 21 spot and time signal announcements on KECA, KHJ and KEHE. Other Southern California stations will be added to the list.

G. TAMBLYN Ltd., Toronto (Ontario chain druggists), is starting a six-weekly *Criss Cross Clues* program over CKCL, Toronto. Associated Broadcasting Co. Ltd., Toronto, handles the account.

BYERS FLOUR MILLS, Camrose, Alberta, have placed the transcription series *Jerry of the Circus* over CKWX, Vancouver; CJAT, Trail; CJOC, Lethbridge; CFAC, Calgary; CKBI, Prince Albert; CFQC, Saskatoon; KCK, Regina; CHAB, Moose Jaw; CKY, Winnipeg; CKX, Brandon. The Winnipeg office of Norris-Patterson Ltd. handles the account.

W. SCOTT FARON, for the past three years advertising and publicity director of Ross Federal Service and Ross Federal Research Corp., New York, has been appointed advertising manager of the Glass Container Assn., of America, New York.

LUER PACKING Co., Vernon, Cal. (meats), has appointed Glasser Adv. Agency, Los Angeles, to direct its advertising and is using six-weekly participation in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Hollywood, in a test. Contact is for five weeks from Aug. 29. This is the firm's first radio.

C. C. FILSON, outdoor clothier of Seattle, recently inaugurated a series of 52 weekly broadcasts of the transcribed show *Federal Agent* on KINY, Juneau, Alaska. The program advertises the Seattle company's Alaska dealers, through Milne & Co. Adv., Seattle.

BROWN'S BREAD Ltd., Toronto (Ontario chain bakers), starts a new series of *Speed Gibson* transcriptions over CFRB, Toronto, Sept. 15, and may extend to one other Ontario station. McConnell Eastman Ltd., Toronto, handles the account.

GENERAL MILLS, Minneapolis (Corn-Kix), has added the following stations to the list carrying *Those Happy Gilmans*, quarter-hour disc series: WSM WREC WBT [BROADCASTING, Aug. 15]. Blackett-Sample-Hummert, Chicago, is agency.

PROCTER & GAMBLE Co., Cincinnati, has appointed Compton Adv., New York, to direct advertising of Fluffo, a vegetable shortening sold only in the South. Some radio will be used starting late this month.

ANTROL LABORATORIES Inc., Los Angeles (Snarol), using radio for the first time on the Pacific Coast, on Sept. 12 started for 13 weeks, six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is J. Walter Thompson Co., Los Angeles.

SILVER FOAM GRANULATED SOAP Co., Los Alamitos, Cal. (soap), has appointed Howard Ray Adv. Agency, Los Angeles, to direct its national advertising and on Sept. 12 started for 26 weeks a thrice-weekly quarter-hour "hill-nellie" program *Mirandy*, on KFAC, that city.

READY FOODS Co., Chicago (Perk Dog Food), is using man-on-street participations on WTAQ, WMT, WHBF, WTAD, with two weekly 15-minute discs on WSBT-WFAM, South Bend. Mason Warner Co., Chicago, is agency.

Agency Appointments

KRIM-KO Co., Chicago (chocolate beverages), to H. W. Kastor & Sons Adv. Co., Chicago. Radio will probably be used on a spot basis.

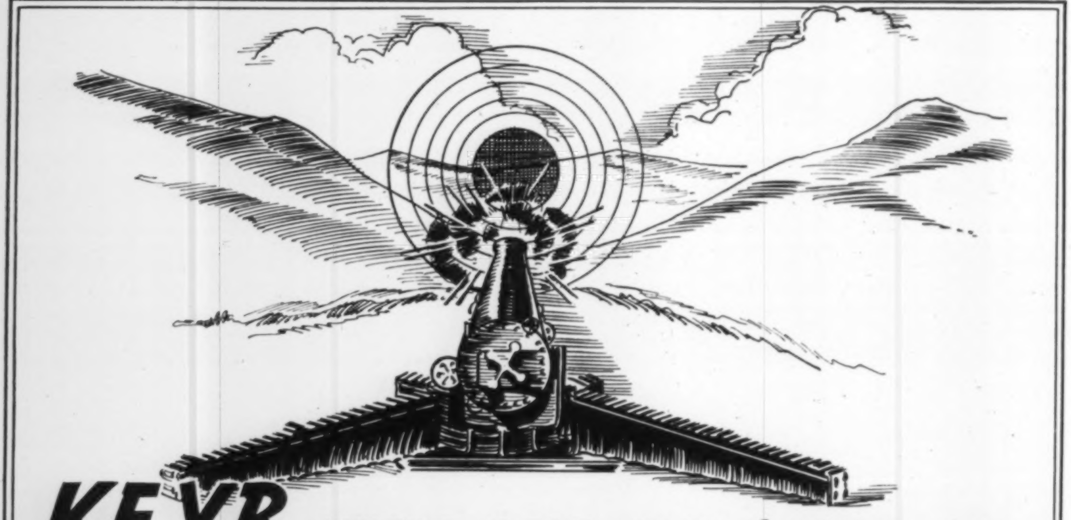
LONZ WINERIES, Middle Bass, O. (wines & champagnes), using radio, to Gerst Adv. Agency, Cleveland.

COMPAGNIE PARISIENNE, San Antonio (perfumes), radio advertising to N. W. Radio Adv. Co., Seattle.

STEEM ELECTRIC IRON Co., St. Louis (steam irons), to Schwimmer & Scott, Chicago. On Sept. 12 started six weekly quarter-hour morning discs called *Morning Rhythm* on WCFL, Chicago.

STRAUS & SCHRAM Co., Chicago (furniture), to Schwimmer & Scott, Chicago. Beginning Sept. 18, the firm will start an half-hour show called *Riddles in Rhythm* on WBBM, 6:30-7 p. m.

HAAS BARUCH & Co., Los Angeles (Iris Coffee), to Robert Smith Adv. Agency, Portland. Ore. Mel Smith, vice-president of the agency, is servicing the account and will establish Los Angeles offices.



KFYR HITS THE BULL'S-EYE OF SALES IN THE GREAT NORTHWEST!

From the rich Red River Valley of Eastern North Dakota to the Black Hills of Western South Dakota you will find KFYR hitting the bull's-eye for wide-awake advertisers.

Write for the New KFYR Service Review for 1938. It contains proof that KFYR has the Largest Primary Coverage of any Radio Station in the United States, regardless of size.

550 KILOCYCLES
NBC AFFILIATES
MEYER BROADCASTING CO.
Bismarck, North Dakota
5000 DAY
1000 NIGHT

National Representatives: GENE FURGASON & CO.

TRANSCRIPTIONS

GROW & PITCHER Broadcasting Agencies in Toronto is moving Sept. 15 to new and larger quarters at 1410 Concourse Bldg. A recording unit is being added by the firm, which imports transcriptions from the United States. Jack Brydges, who has been operating a recording studio in the Royal York Hotel, Toronto, is moving in with his equipment as the recording unit of the organization. Two salesmen are being added.

HARRY D. FIELDS and his brother, Leo E. Fields, have purchased the entire assets of Roger Laswell Radio Corp., Hollywood program building unit. Harry Fields continues as vice-president and general manager. Leo Fields has been named president, succeeding Roger Laswell. The firm will continue at 6253 Hollywood Blvd., and will add to its personnel. Among its recent radio productions are the serials *Fu Manchu, The Cohens and the Kellys, Ella Cinders, Hopalong Cassidy, Melody Morgan* and *Sweetheart Time*.

R. E. McGUIRE, after an extensive survey of transcription studios in Hollywood, has joined the Toronto office of All-Canada Radio Facilities Ltd. as program manager. Mr. McGuire was formerly with the Lethbridge office of All-Canada.

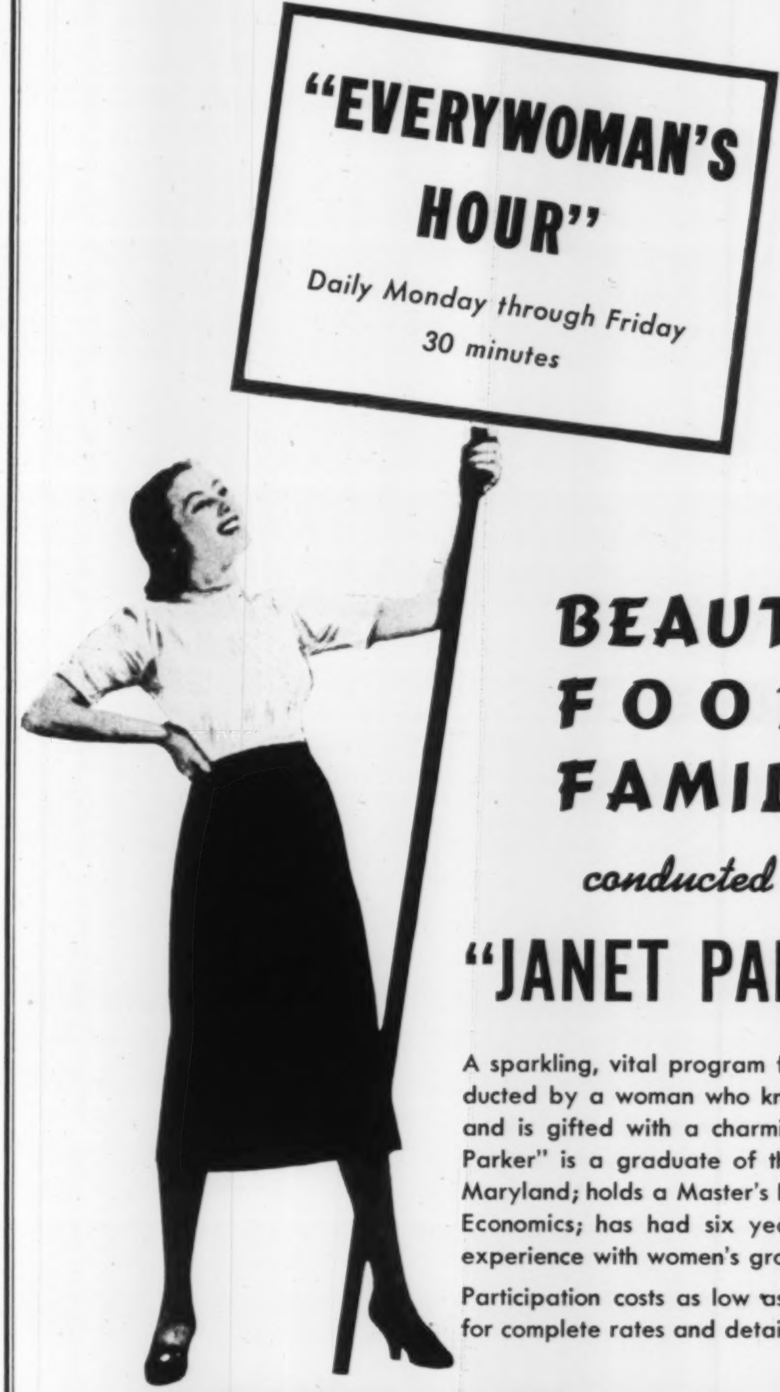
STANDARD RADIO announces the sale of its *Donald Novis Special Library* of 100 selections to WRC-WMAL, WDAF, WJDX, and the sale of its *Sons of the Pioneers* to WBCM and KICA. Several new masters of Gene Austin and Art Tatum, blind pianist, were recently recorded by Standard.

BRUCE GILBERT Productions, new Hollywood producing unit, has been established at 1742 Laurel Canyon Blvd., and will specialize in custom built shows. Bruce Gilbert, well known in California radio and advertising, heads the firm, which is producing a 300-episode quarter-hour series, *The Masters*. Each episode is complete in itself and dramatizes masters of the arts. Electro-Vox Recording Studios, Hollywood, is cutting the series.

RADIO production department of Walter Biddick Co., Los Angeles, has acquired from Glasser Adv. Agency, that city, all transcription rights to the half-hour dramatic program, *Tell It To The Marines*. Series, in live talent, is currently sponsored by Seven-Up Bottling Co., Los Angeles, on the Don Lee network.

KRE, Berkeley, will move into its new $25,000 studios, located on San Francisco Bay, about Oct. 1.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS



WFBR's NEW PARTICIPATION PROGRAM

BEAUTY!
FOOD!
FAMILY!
conducted by
"JANET PARKER"

A sparkling, vital program for women, conducted by a woman who knows her subject and is gifted with a charming voice! "Miss Parker" is a graduate of the University of Maryland; holds a Master's Degree in Home Economics; has had six years of practical experience with women's groups.

Participation costs as low as $15.60—write for complete rates and details.

IN BALTIMORE THEY LISTEN TO—
WFBR
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

BACK-TO-SCHOOL theme dominated a series of four weekly programs, sponsored by a local department store, carried by KVI, Tacoma, Wash. The series started off with a special remote pickup from Wright's Park, scene of the annual Field Day winding up summer playground activities, and included *Rhymin' Ruben and the Three R's*, quarter-hour of rhymes, songs, and commercials in verse aimed at the housewife; *Treasure Hunt* for tiny tots, in which a familiar fairy story is wrongly told and kids win prizes for detecting mistakes; *Brush the Cobwebs*, quiz program for high school students; and *Back to School*, offering prizes to grade schoolers for the best letter on why or why not he wants to return to school.

* * *

Hot Dogs!

FIFTY-FOUR mile *Bunion Derby* between Centralia and Aberdeen, Wash. is being sponsored Oct. 9 by KELA, Centralia, and KXRO, Aberdeen, with prizes of $150 going to the winning man and woman contestant. About 200 marathon walkers are expected to enter the contest, with men walking one way and women the other, and finish lines in front of the KELA and KXRO studios. Both stations will carry short wave and remotes with pickups from small towns en route.

* * *

Head Work

MENTAL PROCESSES leading up to the tragedy are explained in the new program, *Psychology Behind the News* on WMCA, New York.

YOU

can most economically tell your sales story to the largest number of people with money to buy your product in the great

SOUTH CENTRAL AREA

by using the big popular pioneer station

WHAS

LOUISVILLE, KY.

50,000 watts . . . CBS Outlet . . . 820 kc . . . Nationally cleared channel . . . Courier-Journal and Louisville Times Station.

EDWARD PETRY & COMPANY
National Representatives

Purely PROGRAMS

Rinkydinks

INVERVIEWS with patrons of a local roller skating rink, with grinding wheels and all, are carried on the *Man on Skates* program originated by WGIL, Galesburg, Ill. In conjunction with the program WGIL staged a contest to elect Galesburg's roller skating queen. Technical arrangement incorporates a bamboo pole pivoted from a pipe in midfloor, with the microphone cable taped to the pole, and a crystal microphone carried about the floor.

* * *

How to Lose Friends

ADVICE to husbands and wives, with Jim Grouch telling how to become unpopular rather than how to win friends and in general taking the gloomy view of life, is the text of the new early morning *Short Cuts to Reno* feature on WNEW, New York. His current series on *How to be Rude in an Automobile* has found favor with listeners, and several hundred copies of his *Rules for Rudeness* have been distributed. *Short Cuts to Reno* is a part of his regular morning three-quarters of an hour.

* * *

For New Announcers

WOULD-BE radio announcers step through their paces on *Radio Announcers, Inc.*, new half-hour show on WWVA, Wheeling, W. Va., presided over by George W. Smith, WWVA managing director. Four applicants participate in each broadcast, and a winner is selected through audience mail and decision of judges, including Mr. Smith, Paul J. Miller, production manager, and Wayne Sanders, program director.

* * *

Dancers' Dirt

DANCING and dining couples in the Rose Room of the Palace Hotel, new home of KSFO, San Francisco, are interviewed by Bob Garred on the new KSFO program, *Boy Meets Girl*.

Pectoral Theme

ACTUAL beat of a human heart is used as the identifying theme of *Pulse of the City*, new local news program of WSAI, Cincinnati. The heart beat is that of Charles Woods, who comments on highlights in Cincinnati news of the week and presents four interviews with central figures in the local headlines. Mr. Woods places the mike over his heart to pick up the sound. News interviews for the series are recorded at the scene of the news break, with John Conrad of the special events department covering the city for Woods with portable recording equipment.

Stove Stories

REMOTED interviews with housewives using Roper Dri-Gas ranges, with the user pointing out advantages of the stove on the broadcast and talking about what the man of the house prefers to eat and how she prepares his favorite dishes are carried on the weekly *Kitchen Chats* program sponsored by Roper Dri-Gas dealers on WDZ, Tuscola, Ill. Each dealer-sponsor is allowed to choose a locale for the *Kitchen Chat*.

* * *

Horse Talk

WCKY, Cincinnati, through an exclusive arrangement with the Latonia Race Track, is broadcasting feature races direct from the track daily during the fall meeting, Sept. 3-Oct. 8, with Rex Davis, WCKY sports announcer, handling the programs. Latonia Race Track is also using quarter-hour program and 10-minute spot announcements daily to publicize the fall meeting and new features at the course.

* * *

Domestic Squabbles

ACTUAL cases in Cleveland's Domestic Relations Court are dramatized on the thrice-weekly *Court Reporter* program of WGAR, Cleveland, conducted by Eleanor Lennick, young attorney who originated the idea. A problem case on each broadcast, with listeners invited to make their verdicts, is a mail puller. Wayne Mack, WGAR dramatic director, produces the series.

* * *

Gotta Problem?

THAT anybody's personal problems are interesting to everybody is the theory behind a street series on WSMK, Dayton, O. Listeners send in their domestic and personal problems; folks along the street try to solve them. Sidney Ten Eyck handles the daily quarter-hour show and says its crammed with fun and heartaches.

* * *

Wide End Runs

TWO TEAMS of former collegiate stars will attempt to score against each other by correctly answering factual football questions on the weekly half-hour radio football game, *We Want a Touchdown*, starting Sept. 21 on WOR-Mutual, 9:30-10 p. m. (EDST). Program features George Trevor, sportswriter, as referee.

* * *

Hold That Pose!

DESIGNED expressly for camera nuts, *Candid Camera Revue* on WSUN, St. Petersburg, Fla., provides a variety show and an opportunity for cameramen to wander through the band, audience and studio for plain and fancy shots. Photographers are briefly interviewed while they work.

* * *

Service for Motorists

NEWS about the latest automobile designs, safety tips and touring suggestions are featured on the all-automobile program, *The KOIN Roadmaster*, on KOIN, Portland, Ore. The new program supplements another weekly half-hour motorist-safety feature, *Speed Incorporated*, dramatizing a fatal accident as taken from state files.

HOSE promotional scheme used by WIBW, Topeka, for its *Street Reporter* broadcast proved to be a tremendous success and also a tie for the two contestants above. Eric Norman, right, the reporter, and Grandpa Fuller, the challenger, had to wear ladies hose as the result of a bet over their respective popularity with listeners. To vote, listeners had to purchase a pair of hose. Here they are, hiding their embarrassment behind the microphone.

For Home Folks

WCOA, Pensacola, Fla., has started a series of cooperative programs based on the district's renewed home-building activity. Titled *The Homebuilders' Hour*, the program is heard at 7-8 p. m. Wednesdays, and acquaints prospective home owners with the available facilities for financing new homes or repairing their present ones. Various contractors and building supply companies participate in the series.

* * *

Old World Revels

IMAGINARY visits to old world resorts like Naples, Venice, Valencia, Florence and Como are conducted on the new musical travelogue *Continental Nights*, on WBIL, New York. The romantic fantasy weaves continuity around an orchestra of troubadours and features Nicholas Cosentino, tenor. Narrator Charles Berry also writes the continuity.

* * *

Program Chatter

PROGRAM information for each broadcasting day is highlighted on *Personality Parade*, new thrice-weekly quarter-hour of KVI, Tacoma-Seattle. Using CBS publicity releases, the program describes the most interesting features of attractions scheduled for the same day and the next, along with human interest stories of stars and their programs, and ends up with a question corner to answer listeners' queries.

"HELLO, WILL KING"
(J. M. Mathis, Inc.)

Did You say MARKET ?

Yep. Vermont's O.K. Got 359,000 population, five radio stations. BUT . . . did you know that WMBD alone covers the "PEORIAREA" that has 605,646 population? And the second richest county in the U. S. in value of Cereal Crops!

Free & Peters, Inc., Nat. Reps.

THE HEART OF ILLINOIS
WMBD

WMBD PEORIA
MEMBER CBS NETWORK

Safety School

NEW *Safe Driving School of the Air* on WFIL, Philadelphia, will be conducted along regular classroom lines with cooperation of the Pennsylvania Motor Police. Student motorists are enrolled by mail, and get charts to follow the broadcast instructions, which will be handled by police instructors. Examinations and diplomas will climax the course, which includes all phases of driving, safety, highway and traffic problems.

* * *

All About School

SO GREAT was the response to its *School Information* series over WQAM, Miami, that the Mark Department Store installed a special school information booth in the children's wear department. The program, brain-child of Roger Herndon of the WQAM sales department, is five minutes daily of information to parents regarding the opening of school. All material is supplied by the Dade County School Board, and there is a safety tiein with the Miami police.

* * *

Famous Nutmegs

DESIGNED to reveal the surprising number of well-known personalities who live in Connecticut, *Hall of Fame*, consisting of interviews between guests and Ralph Della Silva, is carried weekly on WTIC, Hartford. First six weeks' guests include Geraldine Farrar, Gene Tunney, Vaughn De Leath, Faith Baldwin, Ursula Parrott and Lawrence Tibbet.

Five Star Final Back

BILLED as radio's oldest news dramatization of current events, *Five Star Final* returned to WMCA, New York, and the Inter-City Network Sept. 6 after being off the air six weeks. The program, heard five night weekly from 7:15-7:30 p. m. and Sundays from 9-9:30 p. m., is directed by Philip Barrison, with incidental music by Lee Grant, new musical director of WMCA. Scripts, written by Milton Lewis, feature the original cast, including Lois Jesson, Joe Boland, George Reid, Wendell Holmes, Roger de Koven and Jean Ellyn.

Adam Resumes Fights

ADAM HAT STORES, New York, which sponsored prize fights from Madison Square Garden on NBC-Blue last year, will resume the series on Oct. 5, on an expanded network of 37 stations. The fights are broadcast most Friday evenings, at varying times. The agency is Glicksman Adv. Co., New York.

FOR HIGH-FIDELITY REPRODUCTION

... broadcasts must be fully protected against faulty acoustical conditions. And whatever may cause these difficulties ... wherever they originate ... J-M Acoustical Engineers can eliminate them effectively and economically with J-M Sound-Control Materials and Methods. For complete information on this free J-M Service and on these J-M Materials, write Johns-Manville, 22 E. 40th St., New York City.

Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL ENGINEERING SERVICE

TRACTOR THRILLS

Marget Mounts Mechanical Plow at Exposition

SENSING that Thrill Day at the recent Red River Valley Fair in Fargo, N. D., might provide something outside the ordinary variety of spine-tinglers, Manny Marget, manager of KVOX, Moorhead, Minn., commandeered a tractor from a farm exhibit at the exposition, straddled the hood and drove to the rail at the home stretch of the race track.

A "jalopy" race provided the first thrill a few moments later when one of the racers crashed through the infield fence about 75 feet away, turned turtle, and landed in a ditch, pinning the driver underneath. The driver was uninjured, but KVOX listeners heard the whole works, grind, crash, screams and all. A short time later, a daredevil attempted to drive a car through a 12-inch brick wall, failed, and went to the hospital with four broken ribs.

Meanwhile, a plane was climbing high overhead, with Jimmy Jeffries, "bat wing man" aboard. In the midst of a hard rain, Daredevil Jeffries finally bailed out. And to his listeners Mr. Marget brought the dramatic story of Jeffries' descent, from the time his "wings" failed to slow him down so he could pull the ripcord on his parachute until he disappeared from sight as he plummeted to death a short distance away.

WLW Farm Show

TWO-HOUR farm program, *Boone County Jamboree*, featuring WLW stars and guests from the networks, makes its bow in Emery Auditorium Sept. 16. Guest stars on the premiere include Hoosier Hot Shots, featured on *National Barn Dance* and with *Uncle Ezra* on NBC, and Helen Diller, Canadian cowgirl yodeler. New show, which includes the new half-hour, *Boone County Courthouse*, is supervised by George C. Biggar, supervisor of WLW farm service programs.

NBC will originate *Farm & Home Hour* broadcasts again this year at agricultural shows in 10 different states, according to the schedule announced by William E. Drips, NBC director of agriculture. Although definite dates for several of the broadcasts have not yet been set, the present schedule calls for origination of the network program at the National Percheron Show, to be held at Pomona, Cal., Sept. 16-Oct. 2; National Catholic Rural Life Conference, Vincennes, Ind., Sept. 26; Pacific International Livestock Show, Portland, Ore., Oct. 1-9; Southeastern Exposition, Atlanta, Ga., Oct. 2-9; National Dairy Show, Columbus O. Oct. 8-15; American Royal, Kansas City, Oct. 17, 18, 19; National Cornhusking Contest, Minnehaha County, S. D., Nov. 3; Farmers' Union convention, Madison, Wis., Nov. 17; National Grange convention, Portland, Ore., Nov. 19; International Livestock Exposition Chicago, Nov. 28-Dec. 2; American Farm Bureau Federation convention, New Orleans, Dec. 12-17.

P. LORILLARD Co., New York (Old Gold cigarettes), which will sponsor *Robert Benchley* on CBS starting Nov. 20, will use WHN, New York, in addition to WABC, through the WHN-M-G-M tie-up. Agency is Lennen & Mitchell, N. Y.

WWSW, Pittsburgh, will carry away-from-home games of the professional Pittsburgh Pirates football games under sponsorship of Oldsmobile dealers.

NBC Assigns Berkeley To Study Europe Radio

KENNETH H. BERKELEY, manager of WRC-WMAL, Washington, D. C., has been selected by President Lenox R. Lohr of NBC, to tour Europe and study continental methods of broadcasting, program technique, and engineering facilities. He will also consider means of better and more frequent exchange of programs between the United States and European countries, according to NBC.

Mr. Berkeley

While in Europe, Mr. Berkeley will attend the meeting of the International Broadcast Union, to be held in Brussels in October. In addition to Brussels, he will visit Moscow, Stockholm, London, Paris, Berlin, Geneva, and Rome. Mr. and Mrs. Berkeley will sail from New York Sept. 21. Dr. Max Jordan, NBC European representative, will accompany them on their continental tour.

KSO Power Boost

KSO, Des Moines, on Sept. 8 was authorized by the FCC to increase its power from 500 watts night and 2,500 watts until local sunset to 1,000 watts night and 5,000 watts local sunset, on the 1430 kc. channel. In so doing, the FCC sustained the recommendation of the examiner after hearing.

New *Columbia Workshop*

WITH the directing job of each play farmed out to various members of the CBS producing staff each week, the *Columbia Workshop* resumes its weekly half-hour broadcasts Sept. 15, to be heard Thursdays from 10 to 10:30 p. m. (EDST). First play to be produced will be "Outward Bound" with Martin Gosch as director, Charles R. Jackson writing the adaptation and Bernard Herrman composing the musical background. The Sept. 22 production will be an original, "Joe Swing Retires", a fantasy based on the origin of swing music, written by Hilda Cole, formerly of the CBS publicity department. Sept. 29 will bring "The Lighthouse Keeper", translated from the French by Max Wylie, CBS script and continuity director.

FIRST IN LISTENER PREFERENCE

5000 WATTS DAY
•
1000 WATTS NIGHT
•
ON OR ABOUT OCT. 1ST

KTUL
• TULSA •

YOUR FRIENDLY COLUMBIA STATION IN TULSA

TOP NOTCH ADVERTISING AGENCY
RADIO DEPT.
"Our Time Buyer says come right in ... he's always glad to consider another Western Electric equipped station"

Beulah Karney is back!

KMBC
HAPPY KITCHEN
4th
BIG SEASON
Starts September 12
with Beulah Karney, only full time household economist on the air in Kansas City! Recognized by a million homemakers as *the food authority* of the Middle West.
HAPPY KITCHEN is a happy buy, to win the tremendous daytime audience of KMBC at remarkably low cost!

Last season 65% of our sponsored time advertised food or related products — and it looks bigger than ever this year!

KMBC
OF KANSAS CITY
FREE & PETERS, Nat'l Rep's.

Agencies

ATHERTON W. HOBLER, president of Benton & Bowles, New York, is in Hollywood for several weeks to confer with William R. Baker Jr., vice-president and West Coast manager of the agency. He will remain through Oct. 15, attending the opening of three new CBS shows which the agency will produce for clients. James Rogers, New York vice-president of the agency, was in Hollywood during early September to confer with John W. Nicholson, West Coast radio representative, and Fred Hawkins, Southern California sales manager of General Foods Corp.

BENTON & BOWLES Inc., Hollywood, with four network shows emanating from the West Coast this fall, has doubled its office space at 6253 Hollywood Blvd., and will also add to its production staff.

ROBERT GARDNER, formerly of WLS, Chicago, and Dorothy Mallinson, formerly of Ford, Browne & Mathews, that city, have joined the radio department of Ruthrauff & Ryan, Chicago, under the direction of Ros Metzger.

ROBERT J. HERTS has resigned as vice-president and secretary of Albert Frank-Guenther Law Inc. to manage the New York office of Al Paul Lefton Co.

JULIA MEDLOCK, formerly radio director for the *San Francisco Chronicle*, recently opened a radio agency, with offices in the Shreve Bldg., San Francisco.

SHERMAN K. ELLIS, president of the agency of that name, is now in Scotland to attend the opening of the new Hiram Walker distillery there Sept. 15.

Personality +
KFPY
Spokane - Washington

Member of
Pacific Northwest
Coverage Group

KRSC · **Seattle**
KGIR · **Butte**
KPFA · **Helena**
K X L · **Portland**

Petersen to Kastor

M. H. (Pete) PETERSEN on Sept. 6 was named radio director of H. W. Kastor & Sons Adv. Co., Chicago, having resigned from Mutual's Chicago office to accept the new position. In radio for many years, Mr. Petersen was assistant sales manager of NBC - Chicago from 1929 through 1933; radio director of Blackett-Sample-Hummert, that city, 1934-1935; national sales manager of Hearst Radio Inc., New York (now International Radio Sales), 1936-1937; a member of the MBS-Chicago staff from 1937 until Sept. 6. Mrs. Betty Babb continues in the Kastor radio department and H. H. Hudson remains as assistant to W. B. Kastor in charge of media.

Mr. Petersen

EVERARD MEADE, who recently resigned from the Hollywood production staff of Young & Rubicam to join Ruthrauff & Ryan, that city, in a similar capacity, has taken over his new assignment. He will produce the CBS *Al Jolson Show*, sponsored by Lever Bros. (Lifebuoy), and supplants Ben Larson, who is now handling the *Tommy Riggs* program in the East for Quaker Oats.

TOM WALLACE, radio executive of Russell M. Seeds Co., Chicago, is in Hollywood auditioning transcription shows.

EDWARD LASKER, Lord & Thomas, Chicago, vice-president in charge of radio, was in Hollywood during early September to confer with Tom McAvity, radio manager there.

HAROLD BARNES, Young & Rubicam New York account executive, was in Hollywood during early September to confer with Tom Harrington, West Coast manager.

ERWIN, WASEY & Co., New York, has closed its Philadelphia office.

FULLER & SMITH & ROSS Inc., New York, will move to 71 Madison Ave. Sept. 16.

KELSO NORMAN ORGANIZATION, San Francisco advertising agency, has moved to offices in the newly completed Central Tower building.

ED KRUG, formerly with the Cleveland B. Chase Co., industrial films, has joined the radio department of Arthur Kudner Inc., New York.

CLIFFORD SUTTER, account executive in the Philadelphia office of N. W. Ayer & Son since February, 1937, has been transferred to the New York office.

CECIL DOWNS, formerly with R. U. McIntosh & Associates, Los Angeles, and more recently with W. K. Cochrane Adv. Agency, Chicago, has been named vice-president of First United Broadcasters, Chicago.

O'CONNELL & SAMUEL Adv. Agency, Springfield, Mass., added the following to its staff: Ernest A. Chappell, account executive in Boston; Frank Mack, account executive in Western Massachusetts and Northern Connecticut territory, with headquarters in Springfield; Miss Margharet Emerson, special representative, with headquarters at 175 State St., Springfield.

CULBRETH SUDLER and Hal Wright, account executives, have resigned from the staff of Philip J. Meany Co., Los Angeles. Sudler is establishing his own agency in that city. Wright at the present time is vacationing in New Mexico.

W. F. CARLEY, account executive of Dan B. Miner Co., Los Angeles, is the father of a boy born Aug. 28.

KEN MACGREGOR, Benton & Bowles producer, has been transferred to the Hollywood office, where he will work with Don Cope. Chester MacCracken will produce *Pretty Kitty Kelly*, which Mr. MacGregor has been handling.

NORMAN B. FURMAN Inc., foreign language radio advertising agency, has moved to new quarters at 117 W. 46th St., New York.

Y & R Staff Shifts

CLARENCE OLMSTEAD, who has been in Young & Rubicam's new business department since transferring from the Hollywood office in January, has been returned to his former post of talent buyer, to be assisted by Therese Lewis. His headquarters will be in New York, with Joseph R. Stauffer, brother of Donald Stauffer, continuing as talent buyer in the Hollywood branch. Bill Stuart of the publicity department, has returned to the Coast office after spending the summer in the agency's New York headquarters.

W·H·N
DISCOVERS THE STARS
YOU
DISCOVER THE CUSTOMERS

Ex-Congressman
GEORGE COMBS Jr.
"Editorial Slant on the News"
7:30-7:45 P.M. Daily

In response to *only two* George Combs broadcasts in which he offered to give listeners maps of the world which would better enable them to follow the trend of current events, more than 5000 responses were received at WHN! . . . That's real audience reaction—the sort of reaction *your* product needs!

~~WRITE~~,
WIRE or
PHONE

WHN

The Station of the Stars
1540 BROADWAY
N. Y. C.

National Representatives
Edward Petry & Co., Inc.

Affiliated with Metro-Goldwyn-Mayer Studios and Loew's Theatres

Reps

FREE & PETERS announces the signing of a noncancellable three-year contract with WDAY, Fargo, N. D. Three-year contracts were recently signed by the firm with WIS and WCSC [BROADCASTING, Aug. 15].

R. J. (Bob) BARRETT Jr., head of the Chicago office of WOR, is slowly convalescing in the Michael Reese Hospital, Chicago, following a severe illness which resulted from two mastoid operations performed recently.

J. P. McKINNEY, head of the representative firm of that name, has appointed Norbert L. O'Brien, commercial manager of WTHT, to head the New York radio division. Mr. O'Brien, who joins McKinney on Sept. 19, will be succeeded by Glover DeLaney, formerly sales manager of WRAK, Williamsport, Pa. In addition, C. W. Erwin, formerly in publication sales has been appointed to direct McKinney's Chicago radio activities, and took charge there on Aug. 29. Mr. Erwin is the son of C. R. Erwin, one-time president of Lord & Thomas and founder of Erwin, Wasey & Co.

FOLLOWING the resignation of J. K. Craig as manager of Radio Sales, San Francisco, CBS has consolidated that office with the San Francisco network sales department. Personnel includes Henry M. Jackson, sales manager; Clyde F. Coombs and Charles E. Morin, salesmen.

GENE FURGASON & Co. announces representative contracts with the following stations: WATR, Waterbury, Conn.; WBRK, Pittsfield, Mass.; WABI, Bangor, Me.; KMPC, Beverly Hills, Cal.

WOPI, Bristol, Tenn., and WRNL, Richmond, have appointed J. J. Devine & Associates, New York, as national advertising representatives, effective Sept. 10.

HARLAN G. OAKES, former head of the San Francisco office of Joseph Hershey McGillvra, has been named manager of the firm's Chicago office, to replace Richard W. Garner, now station promotion manager of John Blair & Co., Chicago.

KUTA, Salt Lake City, has named Joseph Hershey McGillvra as exclusive representative.

R. E. McGUIRE has joined the Toronto office of All-Canada Radio Facilities Ltd., as manager of the program department.

LION OIL Refining Co., for the fourth successive season will sponsor broadcasts of the University of Arkansas football games over KARK, Little Rock, and the Arkansas Network. KARK crews will travel to all points of the Southwest to make pickups, with Dale Alford handling play-by-play.

Are your
SOUND EFFECTS
up to
Standard
Standard Radio
Michigan Avenue, CHICAGO
A complete, quality catalog of unsurpassed ... effect discs, flawlessly recorded from life ... on quiet, unbreakable Victrolac ... Preferred by leading networks and stations throughout the world. Write for catalog.

Garner Gets New Post With Chicago Rep Firm

RICHARD W. GARNER has been named station promotion manager of John Blair & Co., Chicago. In the sales and advertising departments of Procter & Gamble from 1933 through 1935, Mr. Garner joined H. W. Kastor & Sons Adv. Co. in 1936, where he devoted his time exclusively in radio research and valuation of markets and radio stations for the firm's Chicago office. Just prior to joining the Blair organization, he was Chicago manager of Joseph Hershey McGillvra, station representative firm. He attended Ohio State University and received a B.S. degree from Brown University in Providence.

Mr. Garner

The position of station promotion manager is new to representation, according to Mr. Blair. Mr. Garner will have charge of all presentations to agencies, will standardize station coverage maps and market data. Among stations represented by John Blair & Co. are the Don Lee Broadcasting System, WOW WBNS WSPD WWVA WOKO WMMN KTHS KTRH WMBG KDYL WGBI WJAX WFLA WQAM.

Hall to Ross-Federal

DONOVAN HALL has been appointed national advertising manager and publicity director for the Ross-Federal Service Inc. and Ross-Federal Research Corp., New York. Mr. Hall, who will take charge of promotional activities for both the theater and marketing research divisions, has formerly been with Frederick Blank & Co., New York importers; W. E. Long Adv. Agency, Chicago; and Lever Bros. Co.

Mr. Hall

Form New Rep Firm

FORREST U. DAUGHDRILL, formerly with Lloyd Abbott & Co., investment brokers, and Joseph Bloom, attorney, have formed a station representative firm, Forjoe & Co., with offices at 19 W. 44th St., New York. Mr. Bloom is president and Mr. Daughdrill vice-president and general manager. The firm has been appointed to handle the Gene Dyer stations WCBD, WGES and WSBC, Chicago, and WEMP, Milwaukee; and WTAD, Quincy, Ill., WTMV, E. St. Louis, Ill., and KFRO, Longview, Tex.

VICTOR KNIGHT, producer of the CBS Eddie Cantor *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co., has written a song titled *The Pie-eyed Piper*. Knight is a member of the music publishing house responsible for the song, *Flat Foot Floogie*.

PAUL WING, NBC spelling master, is author of a novel with a radio background, *Take It Away, Sam*, published by Dodd, Mead & Co., New York.

CARTER'S COLD
So Friends Lose Out On Texas Melons

THE TEXAS watermelon "famine" mystery of 1938 has been solved, traced directly to the illness of Amon G. Carter, Fort Worth publisher-broadcaster and civic leader. For a dozen years Mr. Carter and his associates of the *Fort Worth Star-Telegram* and WBAP have sent giant Texas melons bedded in individual galvanized wash-tubs to a wide circle of friends.

It was learned that while the melon crop this year is excellent, Mr. Carter suffered a severe summer cold at the usual shipment time.

He has always insisted upon personally supervising the shipment of the melons, from the initial job of selecting them in the patches and thumping them for quality, to bedding them in the washtubs. The melon crop heretofore has been shipped late in August but because of Mr. Carter's indisposition, there won't be any shipment—though it is rumored the loss will be made up next year.

Crosley Motion Denied

CROSLEY RADIO Corp., Cincinnati, was denied its motion for a move from the State to Federal court in the action against it by Beth Brown, novelist. Miss Brown, author of a novel, *For Men Only*, contended that the radio program of that name, a WLW property, violates her rights. Also accused in the suit are Bristol-Myers Co., New York, now sponsoring the program for Vitalis; NBC, on whose Red network it is broadcast; and Pedlar & Ryan, Vitalis agency. The program started on WLW in 1935 on a sustaining basis, was bought by the agency and tested on the WLW Line in June, 1937, then moved to the NBC-Red network in January, 1938. WLW asked that the suit be transferred to federal court, but was denied on the ground that the agency's location in New York justified the trial of the case in a state court.

Acme Adding Discs

ACME WHITE LEAD & Color Works, Detroit (paints), will use quarter-hour discs of *Smilin' Ed McConnell* on WSMB WBT WJR WRVA to supplement its series on 28 NBC-Red stations starting Sept. 27, Tues. and Thurs., 10:30-10:45 a. m., rebroadcast in afternoon. Henri, Hurst & McDonald Inc., Chicago, is agency.

Lux Theatre Under Way

WITH CECIL B. DeMille continuing as producer and narrator, Lever Bros. Co. (Lux soap), on Sept. 12 started for the fourth consecutive year, its *Lux Radio Theatre* program on 59 CBS and CBC network stations, Mondays 9 to 10 p. m. (EDST). Format of the series follows that of last season, with film talent being featured in dramatic resumes of current motion pictures. Production setup remains the same, with Frank Woodruff of J. Walter Thompson Co., Hollywood, continuing as supervising director. Sanford Barnett is writer of the frame work and interviews for the weekly one hour program. George Wells is dramatic adapter. Charles Forsythe is in charge of sound effects. Mel Ruick announces. Lou Silver directs the orchestra.

THE VOICE OF MISSISSIPPI
WJDX
5000 Watts
JACKSON
N.B.C.

STILL NO RECESSION

Jackson and its surrounding Mississippi trade territory continues among the nation's active business areas according to Forbes Magazine business pictograph of August 15th which spots Jackson as the center of the South's "best territory" and second in the United States.

Invest your advertising dollars with WJDX — the station that speaks with dominant appeal in the active Mississippi market area.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

WBAL
means business in Baltimore

May Decide WLW Case Before Rules

(*Continued from page 25*)

of 500 kw. stations would "seriously affect stations in other classes and in particular regional stations in an economic way." Reasons against operation of clear channel stations with 500 kw. power were recited. The 65-page brief reviewed the testimony of witnesses in connection with superpower operation, with the intent of showing the economic injury that would result.

Need of High Power

In the Clear Channel Group brief, Mr. Caldwell based his argument on three main contentions; (1) The inadequacy of existing broadcast service in the United States; (2) the necessity for preserving clear channels, and (3) the necessity for increased power for clear channel stations. Each division was broken down into chapters. Technical as well as economic and social phases of broadcasting were covered, with the contention that there would be no adverse economic consequencies to local or regional stations by increased power.

Four main contentions were made by Mr. Patrick in the WLW brief supporting power in excess of 50 kw., and contesting claims of economic reactions to other classes of stations. Existing inequalities have been shown in both the quantity and quality of reception available to large areas and substantial population in the country, the brief held. An effective method of dealing with these equalities has been demonstrated by WLW under actual operating conditions, Mr. Patrick held.

"It has been demonstrated under actual operating conditions," the WLW brief concluded, "that the method employed, namely that of using higher power on dominant clear-channel stations, has benefited all listeners and has not adversely affected the service, revenues or operating conditions of other stations located in the primary service area of the dominant clear-channel station."

In behalf of NIB, Mr. Sutton asked for the 50 kw. limitation on power and for duplication on all of the existing clear channels east of the Appalachian Mountains and west of the Rockies. He contended the public generally would benefit from such a policy. All of the country now receives at least a secondary service from at least one clear channel station, he argued. The degree to which improved reception can be rendered to the areas now dependent upon secondary coverage from clear channel stations, he concluded, "is wholly dependent upon the number of existing clear channels which the Commission makes available for duplication in the future."

WOR, WCAU File Pleas

Pleas for Class I-A or clear assignments, rather than I-B or duplicated clear assignments were made on behalf of WOR and WCAU in briefs filed by Frank D. Scott and Ben S. Fisher, respectively. Both stations are slated for I-B operation under the projected new allocations.

To classify WOR as a I-B station, while other New York clear stations are made I-A, would be "an unjust discrimination and an abridgement of the purpose and intent of the Communications Act", Mr. Scott contended. Moreover, he said such a classification, with WLW and WGN, stations on adjacent channels, as Class I-A "is illogical and highly undesirable, because such a plan fails to take advantage of the unique capabilities of these three frequencies for I-A classification. The Commission was urged to preempt at least 28 rather than 25 frequencies for I-A classification, under the terms of the Havana Treaty. Specifically, Mr. Scott asked that the WOR channel of 710 kc. be placed in the I-A classification. Finally the FCC was asked to "eliminate the power restriction in the proposed rules as to Class I-A stations."

In behalf of WCAU, Mr. Fisher asked that the number of I-A assignments be increased to 26, if necessary to accommodate the Philadelphia station. He held this could be done without prejudice to any other station, and argued the United States should not penalize itself by a policy of adopting only a minimum number of I-A stations. WCAU, he said, represents an investment of more than $1,600,000, which "is perhaps not equalled by any other individual broadcasting station in America."

Breakdown Sought

Attorneys Arthur W. Scharfeld and Philip G. Loucks filed briefs on behalf of WQXR, New York, and WHKC, Columbus, both seeking changes in proposed channel classifications under the Havana Treaty and the proposed new rules. For WHKC, it was proposed that the 640 kc. channel of KFI, Los Angeles, slated for I-A operation, be reduced to I-B or Class II status to make it available for duplication. The argument was that 640 kc. may be utilized simultaneously at night by a 1,000-watt station in Youngstown, O. (WKBN), using a non-directional antenna and KFI with 50,000 without objectionable interference.

The plea for WQXR operating on the 1550 kc. channel was that it be shifted from a Class III or regional assignment to a Class I-B or duplicated clear assignment, with permissible power up to 50 kw. It was contended that research now in progress and proposed, constitutes the type of activity the law seeks to encourage; that the program and advertising policies of WQXR provide a broadcast service which should be expanded; that the channel is especially suited for distant sky-wave coverage and should be maintained clear for that purpose; that to deny the change would wipe out the present and future value of the research, and, finally that to adopt the recommendation would permit further research and improved service, would not prejudice the interest of any station, and would not interfere with the effective enforcement of the Havana agreement.

WORLD'S GREATEST TOBACCO MARKET!
Planter Pete says:
Tobacco is selling high,
we all own good radios,
and our favorite station is WGTM.
WGTM
WILSON, N.C.
REPS: Bryant, Griffith and Brunson, Inc.

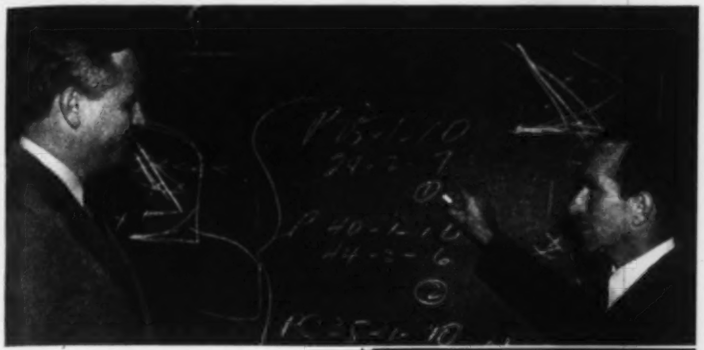
WAVE
(ALONE)
CAN
SELL
LOUISVILLE!

Not so long ago, a product almost unknown to Louisville before its exclusive appearance on WAVE, became one of the fastest-selling items in its classification. The program that wafted it to glory was but a 15-minute, local daytime show, produced entirely (except for commercials) by WAVE's own staff. . . . Over 90% of Louisville dealers said that WAVE's program *definitely increased* the product's sales. Some said by 50%. Some said *200%!* . . . Moral: WAVE can do it *alone*, in Louisville. What can we do for *you?* An N.B.C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL



A FINE POINT in gridiron technique absorbs Les Quailey (top, right), instructor of Atlantic Refining football announcers, as he shows Bill Slater, Yankee Network, how a spotter should jot down position of ball, downs, and yards to go. Among key figures in the Atlantic campaign are Joseph R. Rollins (bottom left), Atlantic advertising manager, and Wallace W. Orr (right), executive of N. W. Ayer & Son, join the two score announcers at the Atlantic football school, held Sept. 8-9 in Philadelphia.

WCOU in Operation

HEADED by Bernard R. Howe as director, the new WCOU, Lewiston, Maine, authorized last May by the FCC to operate with 100 watts on 1210 kc., is now in full operation, using RCA equipment throughout and a 200-foot Lingo tubular radiator. Mr. Howe, a stockholder in Twin City Broadcasting Co., licensee, formerly was in charge of the branch studios in Lewiston of WCSH, Portland, and formerly was with WHDH, Boston, and WFEA, Manchester, N. H. Chief engineer of the station is Leslie Hall. Other staff members include Roger Levenson, formerly with WLBZ, Bangor, announcer; Varney Paulsen, formerly with WNYC, New York, announcer; Lancelot F. Pike, formerly with WRDO, Augusta, WCOP, Boston, WDAE, Tampa, and WGAR, Cleveland, announcer; Guy Landouceur, formerly with WCSH and WFEA, director of French programs; Conrad T. Beardsley, formerly with the RCA engineering staff, first engineer; Donald Mason, former amateur of Auburn, Me., construction engineer. Chief owner of the station, which covers a large French-speaking population, is Jean B. Couture, publisher of *Le Messager*, French language newspaper.

PAUL DOUGLAS will announce the the new CBS *Burns & Allen* program which starts Sept. 30 under sponsorship of Liggett & Myers Tobacco Co. (Chesterfield cigarettes). First two programs of the new series are scheduled to originate from New York, with the balance from Hollywood.

Atlantic Grid Plans

(*Continued from page 15*)

awards for best announcing performances is being considered.

Atlantic and Ayer officials pointed out that the whole sports campaign is designed to develop good-will rather than to do an actual job of direct selling. Experience in past seasons has shown the effectiveness of this policy, it was declared.

In addition to the instruction sessions at the Sept. 8-9 meeting, the announcers were conducted on a tour of the Atlantic refining plant at Point Breeze, Pa. Demonstrations of Atlantic products were given.

Luncheon meetings were held both days as well as evening dinners, winding up with a dinner and broadcast on WCAU at which Bradford Brown, veteran comedian and now studio director of N. W. Ayer, was master of ceremonies.

Buying KVOE Control

AUTHORITY to purchase controlling shares in Voice of Orange Empire Inc., operating the 100-watt KVOE, Santa Ana, Cal., from the estate of the late J. S. Edwards, is sought in an application filed with the FCC seeking transfer of 52 shares to Ernest L. Spencer, KVOE manager. Mr. Spencer now owns 100 out of 300 shares, the remainder being held by Mr. Edwards' estate. The purchase price of the 52 shares is $1,200 cash.

Tuckett's Tobacco sponsor evening Transradio News; People's Credit Jewelers renew time signals; International Silver Broadcast and Ken Soble Amateur Broadcast contracted for. These are among the 36 national advertisers using . . .

CANADA'S 5th MARKET **CHML** HAMILTON ONTARIO

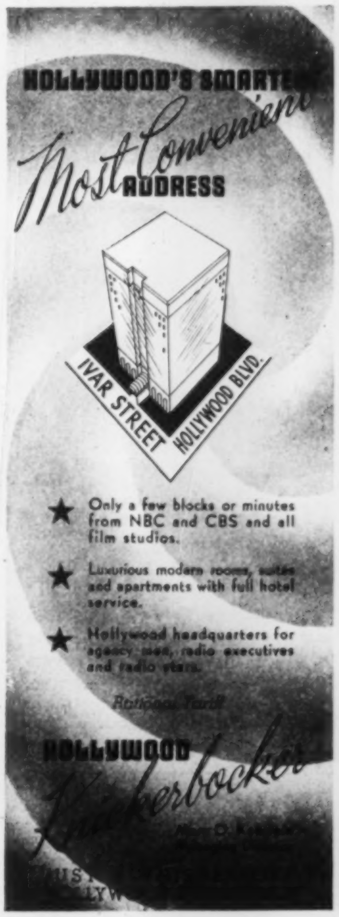
PLAYERS LISTEN
To Disc Account of Game In Shreveport

KWKH and KTBS, Shreveport, La., held a unique party in their studios recently when players and officials of the Shreveport-Texas League Ball Club were invited to hear the play-back of a recording made of the broadcast of their game played the night before. This is said to be the first time any ball club has been able to listen to a description of its own game, and both players and officials enjoyed it thoroughly.

The broadcast was handled by Jerry Bozeman, regular KWKH-KTBS sports announcer. One of the players, who only recently became a father, was particularly thrilled when Bozeman called him "papa" and told fans how much the baby had gained in the past week. He asked for a repeat on Bozeman's description of a "two bagger" hit during the game.

KGIW Being Sold

A SALE deal with the publishers of the *Alamosa Daily Courier* having been called off last May, Leonard E. Wilson, owner of KGIW, Alamosa, Colo., has applied to the FCC for authority to sell the station to E. P. Allen, former Kansas City bank examiner whose chief interest now is the operation of farms. The purchase price for the 100-watt station on 1420 kc. was not divulged. Mr. Wilson is also chief owner of KIDW, Lama, and KOKO, La Junta, both Colorado locals.



HOLLYWOOD'S SMARTE
Most Convenient ADDRESS

★ Only a few blocks or minutes from NBC and CBS and all film studios.

★ Luxurious modern rooms, suites and apartments with full hotel service.

★ Hollywood headquarters for agency men, radio executives and radio stars.

HOLLYWOOD *Knickerbocker*

Home

They

Came!

Saturday, August 27, was Home-Coming Jamboree Day at WWVA. The afternoon featured a Mush-ball Game between the Talent and Staff. The evening was set aside for the WWVA Home-Coming Jamboree—the 280th public presentation of this show famous from coast to coast. And what happened? Friendly WWVA listeners "came home" in droves!

More than 6,000 "fans" were thrilled to finger-tips over the victory of THEIR Talent Team—many hailing from distances well over 200 miles. And in the evening 4,228 paid to see the famous WWVA Jamboree cast in action. It was a day of days at the "Friendly Voice From Out of the Hills of West Virginia".

Even as intimate as we are with our loyal listener friends, and their marvelous support of THEIR Radio Station, we sometimes find it extremely difficult to pass the story along and make it stick. Some always say "Too good to be true!"

But you can't fool a sales curve. Loyal listeners send it soaring high for many a WWVA advertiser! How about you, Mister?

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA

KMAC Partnership Okeyed

HOWARD W. DAVIS, manager of KMAC, San Antonio, on Sept. 16 becomes half owner of that station with W. W. McAllister, present owner, under a decision of the FCC Sept. 6 authorizing the transfer for a consideration of $13,000. At the same time the Commission granted a renewal of license to KMAC, which had been cited for improper registry of licenseeship. The partnership agreement between Mr. Davis and Mr. McAllister, who is president of the San Antonio Building & Loan Assn., and has other interests, has been in effect since April 30, 1937.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

WELI Gets Full Time; New Troy Station Grant

WELI, New Haven, was awarded fulltime operation on 930 kc., as a regional station, and Troy Broadcasting Co. was authorized to establish a new station at Troy, New York, on 950 kc. with 1,000 watts day, in decisions announced Sept. 12 by the FCC. The application of Lawrence K. Miller for a new station at Pittsfield Mass., on 930 kc., was denied.

WELI, in which Arde Bulova and Harold A. Lafount hold interests, along with Patrick J. Goode, of New Haven, now operates on 900 kc. with 500 watts daytime only. It moves to 930 kc. with 250 watts night and 500 watts local sunset, unlimited time. Stockholders of the Troy company include Harry C. Wilder, operator of WSYR, Syracuse, WJTN, Jamestown, N. Y., and WNBX, Springfield, Vt., as president and treasurer, along with several citizens of Troy.

Orphan Annie Back

WANDER Co., Chicago (Ovaltine), on Sept. 26 starts *Orphan Annie* on 47 stations including 15 of NBC basic Red, WLW and the Don Lee network. To supplement the NBC series, Monday thru Friday, 5:45-6 p. m. (EST), discs will be broadcast on the following stations beginning Sept. 26 with Honolulu and Hilo to be added later: WOR WWL KDYL KOA KPRC WOAI WBAP KSTP WHO WDAF WHEC WLW WJAX WMC WSB. Blackett-Sample-Hummert, Chicago, is agency.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

DENVER
600 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

Covers the Heart of the Triangle

25,000 WATTS
UNLIMITED TIME

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

Federal Library

(*Continued from page 16*)

consulting the records in the Music Division and the Copyright Office it is possible to determine whether any piece of music in the library is still protected by copyright or is in the public domain. If in the public domain one can either copy the work himself or obtain a photostatic or microfilm copy from our reproduction service in the library.

"The resolution also provides that each and every member so found in the public domain and so arranged shall become the property of the Library of Congress and available to the general public by copying or photostats at the user's expense. (This section is not clear as to its meaning.)

"Every copy of music in our collection whether in the public domain or otherwise, is the property of the Library of Congress (the United States). It is understood that all material in our collections belonging to the public domain, is open to the use of the public, and is available to the public either by copying or by photostatic prints or by microfilm at the user's expense.

"The Resolution proposes that the specific task of finding what material belongs to the public domain shall be accomplished by a "nationwide research bureau—which shall have the privilege of assigning musicians in every section of the country to make study of folk songs, their origin and determine if such numbers shall be credited to the public domain, or assigned to the public domain.

"The determination of what should constitute private or public property would appear to be primarily a legislative function. Once the legislative branch has pointed out the line of demarcation, the question as to whether a given musical composition has maintained or lost its original character as intellectual property is apparently one for the courts to decide, in the exercise of the judicial function of passing upon questions involving the determination of vested rights."

PHILADELPHIA Coke Co., Philadelphia (Koppers coke), on Sept. 19 starts a six-day weekly schedule of 13 news broadcasts daily on WDAF, Philadelphia. Three minutes of news will be broadcast every hour on the hour, from 8 a. m. through 8 p. m. Agency is N. W. Ayer & Son, Philadelphia.

For specialized and intimate approach to the FOREIGN RESIDENTS
69%
OF METROPOLITAN NEW YORK
the answer is WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

WQXR Broadcasts Tape Reproducing

A TAPE-RECORDED program was broadcast Sept. 1 on WQXR, New York, when it carried the first act of the opera *Carmen* from a tape recording made in London by the Millerfilm process now being introduced into this country by the Miller Broadcasting System. Plan of the company, according to David D. Chrisman, commercial manager, is to set up a tape network along lines similar to those used in organizing the Mutual Network, with which Mr. Chrisman was formerly connected.

Ownership of the reproducing apparatus, which costs between $1,200 and $1,500 per installation, remains with the parent company, which will derive its income from commissions paid by the stations for commercial programs sold and produced by the company. If the stations desire it a sustaining program service may be developed at a later date, but for the present the company will concentrate on sponsored shows, Mr. Miller said, adding that a dozen stations have already been signed up for the network.

A brochure describing the process states that tape transmission was developed by James A. Miller in cooperation with the N. V. Phillips Co. of Eindhoven, Holland. The tape is seven millimeters wide and carried two programs, engraved on a coating of the tape by a sapphire stylus. Possibility of hearing the program as it is recorded makes playbacks unnecessary and ease of cutting and editing makes it possible to correct mistakes without rerecording the entire program, the folder states.

"Tape transmission" apparatus is now installed in the British Broadcasting Corp.; the Norwegian Broadcasting Co.; Swiss Post Office; Hilversum, Holland; Studio No. 43, Paris; Sidney, Australia, and J. Walter Thompson Co., England, according to the booklet, which states that 35 "tape" programs a week are broadcast by Radio Luxembourg. Directors of the Miller Broadcasting System are: A. H. Diebold, Lincoln Epworth, C. M. Finney, E. F. Hummert, Hunter S. Marston, James A. Miller, George R. Smith and Jacques Vinmont. Office and studios are located at 113 W. 57th St., New York.

FOLLOWING its policy of last year, WGN, Chicago, will broadcast a series of inter-collegiate football games as sustaining features and will offer none of the games for sponsorship [BROADCASTING, Aug. 15]. WGN will broadcast the games most favored in Midwestern public opinion.

●
News is your best bet
TRANSRADIO
●

NAB SEEKING DATA ON FILM PROGRAMS

FOLLOWING through on its plan to study the motion picture-broadcasting situation, the NAB Sept. 13 completed draft of a questionnaire to all stations seeking detailed information on movie programs.

Drafted by Paul Peter, NAB research director, the questionnaire will elicit data on both commercial and sustaining programs sponsored by motion picture organizations or exhibitors locally or nationally as well as all programs having any tie-in with motion pictures and the aggregate time devoted to them.

The stations will be asked what programs they now carry which advertise the motion picture industry and whether they are spot or network, and whether these individual programs are placed by independent theaters, chains or producers. Data also will be sought on programs sponsored by other clients which feature motion picture theaters, music or gossip.

In the sustaining field, complete data will be sought on the number of such programs carried, whether they are handled in cooperation with local, regional or chain theater organizations.

While it is felt that it might be difficult to procure an aggregate figure on the amount of time devoted to motion picture programs in each category, stations will be asked to supply an aggregate figure for a given week. In a covering letter, NAB will explain that the data is sought in an effort to develop a broad industry policy in the handling of matters with the motion picture industry. The survey was undertaken after Ed Kirby, NAB public relations director, had written Howard Dietz, chairman of the "Movies Are Your Best Entertainment" campaign questioning its action in restricting its advertising campaign to newspapers and forsaking radio entirely.

Institute Using 50

UTILITIES Engineering Institute, Chicago (instruction), on Sept. 12 started a series of five and 15-minute discs, *Opportunity Program*, dramatizing airconditioning, three to six times weekly on WHAM WSGN WEW KGIR KOL KMO KFPY KEHE KFEL WBEN WLW CKAC KRLD WWVA WSYR. The list is to be increased to 50 stations in the near future. Agency is First United Broadcasters, Chicago.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Chief Don-ha-wit

DISTINCTION of being the first white man to be adopted as an honorary chief of the Oneida Indians has fallen on Hartley McVicar, announcer of CFPL, London, Ont. Responding to his new name, Don-ha-wit, which means Chief Morning Star and which was given him because "his voice came over the trees as in the old days had come Don-ha-wit in the dawning when 'the people' rose to pray". Mr. McVicar now counters a "hello" with "Sha-go-lee", the traditional greeting of one Oneida to another, and gravely nods his head beneath a huge eagle feather head dress.

ALICE MASLAN'S *Woman of Tomorrow*, sustaining program on WJZ, New York, since December, 1937, is being turned into a Monday-Friday participating program, the first time an NBC key station in New York has carried a participating program.

Fr. Coughlin Placing

FATHER Charles E. Coughlin, Detroit radio priest, is scheduled to return to the air Nov. 6 with his annual series of talks. The programs are to be heard Sundays, 4-5 p. m. Some difficulty in completing the station lineup has been met because of Sunday afternoon pro football commitments. While details of the program plans have not been announced, it is understood that Fr. Coughlin has some surprises in store. Included in the list of stations already signed is the Colonial group of 14 New England outlets. Aircasters Inc., Detroit, is agency for Fr. Coughlin.

CANADIAN Broadcasting Corp. presents a musical panorama of Canada's five main geographical divisions in the fifth *World Concert*, to be heard in this country Sunday, Oct. 23, 2:30-3 p. m. (EST), on NBC-Red, and to be relayed to 45 countries throughout the world through RCA. The concert will be presented under auspices of the International Broadcasting Union at Geneva.

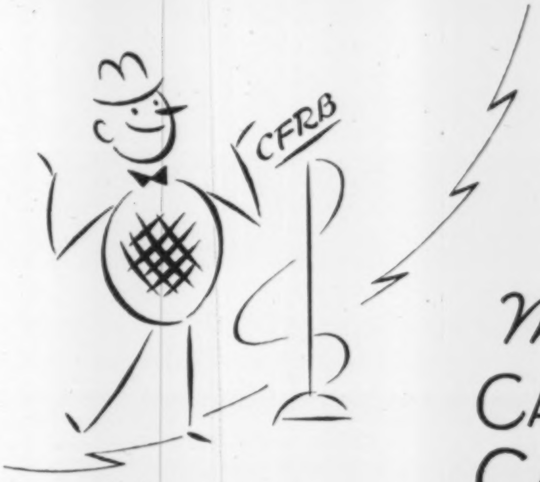
Campbell Soup Test

CAMPBELL SOUP Co., Camden, N. J., on Sept. 26 will start 14 five-minute news periods weekly on WMAQ, Chicago, featuring Ford Pearson with UP news highlights. Additional time periods are under consideration. Ward Wheelock Co., Philadelphia, has the account.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs
for
Commercial and
Sustaining Uses.

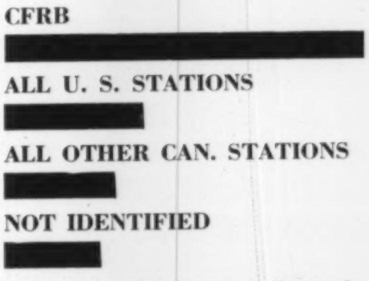
25 West 45th Street
New York City



3
million
CANADIANS
CAN HEAR
US
TONIGHT!

AND THEY DO LISTEN!

Typical Toronto radio audience one evening half hour.



A typical co-incidental survey in Toronto for one commercial program, *with plenty of commercial opposition*, shows CFRB listeners outnumber *all others*—and outnumber all Canadian stations by more than 4,401. This is just one proof of the popularity of CFRB. For further proof ask us about our (1) mail response, (2) sales results, (3) other survey figures, (4) the length of life of our average commercial program.

12 YEARS OF CONTINUOUS SERVICE BUILT THIS LISTENER APPEAL

That's 29% of the population of Canada—*and it represents 36% of the buying power!* And you can reach this market with only one station—CFRB, Toronto.

Twelve years of continuous service by CFRB has made it Ontario's premier station. Years of being the only Ontario station regularly affiliated with the Columbia network have added to its popularity.

Before placing your advertising in Canada's richest province get all the facts regarding CFRB. CFRB is the key to Ontario sales!

CFRB —— TORONTO

Hettinger to Make Study Of Symphony Economics

DR. HERMAN S. HETTINGER, assistant professor of the Wharton School of Finance & Commerce of the University of Pennsylvania, and a specialist in radio economics, on Sept. 15 assumes direction of a national survey of the financing of symphony orchestras. The work is being undertaken under the auspices of the National Orchestral Survey Committee and financed by the Carnegie Corporation.

The study will last for one year and will be designed to determine means of improving the financial position of symphonic music. The work will be a part-time undertaking and Dr. Hettinger will continue his teaching and radio work. He also is establishing a new course in market research in the Graduate Department of the Wharton School, with particular emphasis on radio.

"HELLO, MISS SCHUEBEL"
(The Biow Co.)

Did You say MARKET ?

Look at PEORIAREA! Packs in almost half again as many people as in the whole state of New Mexico. People who buy, too! Per capita retail sales are above U. S. average — about $491.00 annually. You can cover PEORIAREA with ONE station—WMBD.

Free & Peters, Inc., Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

Brewers Uncertain

BREWERS' Radio Show Association, group that since spring has been cooperatively sponsoring *You Said It* each Monday evening from 8 to 8:30 in a nationwide CBS network, renewed the program for three more than the scheduled 26 broadcasts, which concluded Aug. 29. Since a number of the sponsoring brewers, including J. F. Trommer in New York and Narragansett Brewing Co. in New England, withdrew their support, curtailing the network to 24 stations, the question of continuing through the fall remains unanswered while the association is attempting to line up further support. Not only do the brewers wish to continue on a national scale and to have the large talent costs pro-rated among as many companies as possible, but CBS also does not want to hold such a choice period for so few stations. It was understood that unless at least 49 stations are lined up within the three-week period, the program would go off the air after the broadcast of Sept. 19. Account is handled by the U. S. Adv. Corp., Toledo.

Mennen Net Plans

MENNEN Co., New York (shaving cream), is now negotiating for network time for an audience participation show to feature John B. Kennedy and Bob Hawk. The program will start within the first 10 days in October, on either Sunday afternoon or Monday evening. Agency is H. M. Kiesewetter, New York.

Harvest
~~FERTILE~~ FIELDS
Nebraska farmers have just harvested a 42-million-dollar winter wheat crop. Their 1938 corn crop will double that of last year. A recent farm survey by Ross Federal proves WOW is the farmers' choice in Nebraska.

★ WOW ★

590 KC OMAHA, NEBRASKA 5,000 Watts
On the N.B.C. Red Network
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society

Other Fellows' VIEWPOINT

Another Chain

EDITOR, BROADCASTING:

In BROADCASTING of Sept. 1 I note story written by Paul Brines, caption "Chain Stores Proving Active In Booking Time for Autumn." If you had included Norfolk on this list there would have been 60 stations instead of 59.

The D. Pender Grocery Co., one of the largest wholesale chains in this territory sponsor a 15-minute program, once weekly, known as *Women in the News*, with Winder R. Harris, managing editor of the *Virginian Pilot*, as commentator. This program has been running for two years with great success, and the company also uses spot announcements spasmodically. I thought that you would like this information.

JOHN W. NEW,
Sales Manager, WTAR
Norfolk, Va.

Sept. 3, 1938.

Keystone in Italian

KEYSTONE MACARONI Co., Philadelphia (San Giorgio macaroni), has started a half-hour weekly musical and variety show in Italian, which, originating at WPEN, is piped to WOV, New York; WCOP, Boston, and WELI, New Haven. Agency is Aitken-Kynett Co., Philadelphia.

Cranberry Campaign

AMERICAN Cranberry Exchange, New York, will use spot radio in about 25 cities, starting in mid-October. The list is now in preparation, through BBDO, New York.

Planters' Using Spots

PLANTERS' EDIBLE Oil Co., New York, is sponsoring six quarter-hour musical programs weekly on WOV, New York, and WPEN, Philadelphia. Pettinello Agency, New York, is in charge.

FRANKENBERGER'S men's and boy's store, Charleston, W. Va., new to radio, has signed with WCHS, Charleston, for a quarter-hour sportscast six times weekly for one year, beginning Sept. 19. The sale, handled by WCHS Manager Howard L. Chernoff, is one of the largest local contracts ever signed by the station.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

UNITED PRESS NEWS
Is a Better Buy!
It's the
ONLY COMPLETE NEWS SERVICE
available to radio.

Write or wire us for availabilities and rates of news, programs and spots!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

KOL Suit for Damages Is Dismissed by Court

SUIT of Seattle Broadcasting Co., operating KOL, for $250,000 damages for alleged conspiracy, against Senator Homer T. Bone (D-Wash.) Saul Haas, collector of customs in Seattle and part owner of KIRO, Seattle, their wives, CBS and KIRO was dismissed in Superior Court at Tacoma Sept. 2. [BROADCASTING, June 15, July 1].

Dismissal had been requested by plaintiff's attorneys in a statement declaring the suit had been begun in good faith, but that it had been found on "further investigation of the facts, particularly of the files of the FCC, that the allegations could not be substantiated" and that "the assertions made against Sen. Bone were without foundation." The suit charged that Sen. Bone used his public office in connection with KIRO activities and against KOL, a charge which he categorically denied in his answer to the suit.

In a statement issued coincident with the withdrawal of the suit, Archie Taft, president of KOL, said the suit was begun in good faith and based upon information reported by former representatives and by other persons not directly interested "who, for what now appear to be reasons of their own, volunteered what at the time seemed to be facts." He added that, upon investigation, particularly of the files of the FCC, "we found that the allegations could not be substantiated. We also found that the assertions made against Senator Bone were without foundation."

Senator Bone, upon being apprised of the withdrawal, said he was glad to know what had happened. He said he could not do anything but commend "the sense of fairness which induced the plaintiffs in this action to act honestly upon the facts they discovered. If they believed the former statement I can't blame them for filing the suit."

WMEX Grant Affirmed

PETITIONS of three Boston stations for rehearing in connection with the decision authorizing WMEX, Boston, to operate on the 1470 kc. channel with 5 kw. unlimited time, in lieu of its present local assignment on 1500 kc., were denied Sept. 6 by the FCC, Commissioner Sykes dissenting. Simultaneously, the Commission dismissed the opposition of WMEX. The action reaffirms the FCC grant to WMEX. A 20-day period, during which appeals may be noted, remains before the action can become final. The stations requesting the rehearing were WNAC, WAAB and WCOP, in Boston, and WLAC, Nashville, which operates on 1470 kc.

Harriett Wilson Hurt

HARRIETT WILSON, Los Angeles conductor of *Singing Strings*, instrumental sextet, under contract to Don Lee Broadcasting System, that city, was seriously injured in an automobile accident on Sept. 4 when two persons were killed. Confined to Cedars of Lebanon Hospital, Los Angeles, Miss Wilson is under treatment for fractures of both arms, facial, and internal injuries.

Chicago Schools Plan Renewal of Radio Education

Council to Broadcast Total Of 14 Programs a Week

CHICAGO Radio Council will broadcast 14 quarter-hour educational programs weekly on seven Chicago stations during the first school semester, according to Harold Kent, director. New RCA-equipped studios will be opened in the Builders Bldg. about Oct. 7 where school programs will be auditioned and from which the Council's programs may later emanate, Mr. Kent said.

A greater interest in the Chicago Radio Council, under whose auspices the Midwest Broadcast Conferences and Workshops have been given [BROADCASTING, June 15], was reflected Sept. 2 in an editorial of the *Chicago Herald & Examiner*. Titled "Radio in Home and School" the editorial stated:

"The Chicago Board of Education, pioneering in the field of bringing radio lessons into the classroom as well as into the home, announces an expansion of its programs on the air, beginning with the fall term of the public schools. There are to be 13 weekly broadcasts, seven during school hours, for children of the elementary grades; the remainder, Saturdays and Sundays, aimed to reach students of high school age at home.

"Radio has been proclaimed as the greatest of all modern inventions. Thus far, however, it has fallen short of realizing its vast possibilities as a cultural force and as a means of providing mass education. Its use in the classrooms of Chicago's elementary schools will bring to the pupils specially trained teachers selected for their ability to dramatize and vitalize their material. Coming at a time when fatigue has begun to set in and the children are restless, such broadcasts should prove inspirational.

Home Cooperation

"Success of the programs in the home will depend to some extent on the cooperation of parents, though high school students are intelligent enough to appreciate their opportunity. As an extension course, the home broadcasts also should prove of value. Adults, as well as young people whose formal education has been discontinued, will be enabled in this way to get new viewpoints and cultural background."

On Sept. 6, Miss Louella Hoskins of the Radio Council began classes at the Chicago Teachers' College where she conducts a two-hour weekly required course in the use of radio in the classroom. The new course of instruction is designed to aid the teachers in utilizing the material broadcast. The children are to be furnished background material before they hear the broadcasts and their reactions to the programs are to be charted.

Tentative list of programs for the first semester follows:

For broadcast during school hours at 2:30 p. m., starting Oct. 3 on WJJD—Mondays, newscasts for fifth and sixth grades and of general interest to upper four grades of elementary school; Tuesdays, 15-minute science series for seventh and eighth grades, one per month in each scientific field; Wednesdays, social studies consisting of one 15-minute program weekly on Illinois and Chicago history; Thursdays, literature for seventh, eighth and ninth grades, designed to improve reading, speaking and writing; Fridays, choral appreciation of familiar songs with commentator. Other programs include:

Primary Hour, 1:30 p. m., Mondays, WAAF, for kindergarten and lower grades.

Intermediate Hour, Tuesdays, 1:30 p. m., WCFL, for third through fifth grade pupils, designed for study of citizenship and sociology.

School Room Chats, Sundays, 11 a. m., WGN, featuring Dr. Wm. H. Johnson, superintendent of Chicago schools, in series of talks on local school problems. Begins Oct. 1.

High School Hour, Saturday, 11 a. m., WJJD or WLS, features school talent in dramatizations of high school activities.

Occupational Education, WBBM, weekly series using WBBM mobile unit from industrial sites.

Student Life, WGN, featuring high school students in extemporaneous discussions of their problems.

Behind the Scenes, WBBM, Sunday evening series of discussions of administrative problems of education.

Monuments to Men, probably on WENR, weekly series of dramatized biographies. One hour of educational programs will be broadcast on WIND, Gary, during the school season. Under the direction of Superintendent W. J. Jones, the series will feature programs for the classroom as well as high school bands and glee clubs.

Ed Hill Pact Signed

CAMPBELL Soup Co., Camden, N. J. (tomato juice), has signed Edwin C. Hill for a two-a-week series of human-interest news comment. The program will be heard on the NBC-Red network Monday and Wednesday evenings at 7:15-7:30, immediately following *Amos 'n' Andy*, under the same sponsorship. Agency is L. Ward Wheelock, Philadelphia.

THAT Plus Coverage
THOSE "D" Markets
THEM Farm Audience

339,500 of 'em

(See CBS evening map, Primary and Secondary)

MISSOULA MONTANA
KGVO
NOW 5000 WATTS 1260 kc.

Covering that rich area between Butte and Spokane
CBS AFFILIATE

Results COUNT MOST

WJAR
5000 Watts
NBC Red
Rhode Island's Leading Station

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

BUT WE CAN'T CLEAR THE TIME

You may find yourself in this fix tomorrow . . . .

A last minute program offered you at the busiest time in the evening schedule. You may have to waste hours trying to shift programs around or lose several hundred dollars in extra revenue.

Political campaigns, now getting under way, will add to the confusion at your station with requests to clear half or three quarter hour periods for political speakers . . . orders to relay delayed broadcasts to other stations.

You might as well install a Presto recorder now and be prepared to collect the extra money that comes in election year.

With a Presto recorder you can shift, delay, rearrange programs at will . . . fit extra programs into any open spot in the schedule . . . broadcast them regardless of when they come to you.

Two Presto type 6-D recording turntables and one type 85-E equalizing amplifier will enable you to record and play transcriptions **continuously** for an hour, or more if necessary. The equipment is portable. It may be used in your control room to record from the wire lines or from your studios or it may be used outside the studio with your regular remote equipment.

Chances are that the Presto installation will pay for itself before election day. And you can pay for it as it makes money for you.

ASK FOR DETAILS OF OUR MONTHLY PAYMENT PLAN

PRESTO RECORDING CORPORATION
147 W. 19th Street • NEW YORK CITY, N. Y.

RMA on Television

PROPOSED television standards were submitted to the FCC by the Radio Manufacturers Association on Sept. 12 with the approval of the RMA board of directors. The manufacturers' proposal will be considered by the FCC Engineering Department in the light of present experimental development of television. The standards suggest that a television channel shall be not less than 6,000 kilocycles in width; that the sound and picture carriers be separated by approximately 4½ megacycles; that the sound carrier shall be higher than the television carriers and that it shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced, with 441 lines per frame. A number of other technical suggestions for television standards also were advanced.

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Late Personal Notes

FRANK W. PURKETT, vice-president and general manager of Associated Cinema Studios, Hollywood transcription and production concern, since it was bought from the former Freeman Lang Enterprises several years ago, has resigned. No successor has been announced by Mark L. Gerstle of San Francisco, who is chairman of the board. Mr. Purkett, who is also vice-president of the Association of Radio Transcription Producers of Hollywood Inc., will free lance in program production and continue to act as personal manager of Cliff Edwards, film and radio actor.

ROBERT G. JENNINGS, formerly WLW-WSAI general sales manager, on Sept. 12 assumed his new post with H. W. Kastor & Sons Adv. Co., Chicago, where he is an executive working on radio and new business, assisting Harry Cohen and Henry Kastor.

EDWARD DAVIS has resigned as head of new business of H. W. Kastor & Sons Adv. Co., Chicago, and has not announced his future plans.

MISS MILDRED M. RAMSAY, of Washington, on Sept. 12 joined the headquarters staff of NAB as secretary to Neville Miller, president. A former government stenographer, she left a secretarial post with a Washington law firm to accept the new position.

MAURY GAFFNEY, CBS sales promotion department, sailed for Panama Sept. 10 on the *Sengalese Prince*, to be away two weeks.

ROBERT ESTES, announcer, formerly of WCSC, Charleston, S. C., and Jack Phifer, continuity writer, of New York, have joined WDNC, Durham, N. C.

STERLING V. COUCH, program director, and Ray Barrett, announcer of WDRC, Hartford have been made "Admirals of the Flagship Fleet" by American Airlines in recognition of their work during National Air Mail Week.

EVELYN BLEWETT, formerly consumer education director of the Don Lee Broadcasting System, Los Angeles, has been made vice-president of the Foundation for Consumer Education, that city.

WOLFE PREGER has been appointed production supervisor of Macquarie Radio Players, Sydney, Australia. He succeeds Bruce Anderson, resigned.

LEE HOAGLAND, well known in Los Angeles radio, has joined KVEC, San Luis Obispo, Cal., as staff announcer.

AL CARR has joined WDRC, Hartford, as night control man.

FRANK BINDT, formerly of KLX, Oakland, has joined KRE, Berkeley, as relief announcer-operator.

HENRY MAGINNI, relief engineer at KGVO, Missoula during vacation periods of the regular engineering staff, has returned to his home in Anaconda, Mont.

Record Deal Unannounced

A STATEMENT that the meeting of the CBS board of directors on Sept. 6 was "purely routine" dashed expectations of a definite announcement regarding the network's acquisition of the American Record Co., which has been under consideration for some time. By acquiring the record concern, which makes discs under Brunswick, Columbia and Vocalian labels, CBS would be able to compete with NBC in the transcription as well as the network field and could also take advantage of the name by recording Columbia artists on Columbia discs, a natural tie-up.

Woodbury's Program

JOHN H. WOODBURY Co., Cincinnati (soap), will feature Charles Boyer, film actor, in the first 13 broadcasts of its *Hollywood Playhouse* program when the series resumes Oct. 2. Tyrone Power, who headed last season's show, will return to the program Jan. 1, on completion of Boyer's engagement. Series will be heard on 46 NBC-Blue stations, Sundays, 9-9:30 p. m. (EST), with a Pacific Coast rebroadcast on 18 NBC-Red stations, 7:30-8 p. m. Format of the new series will follow that of last season, with Harry Sosnick again in charge of music. Agency is Lennen & Mitchell Inc., New York.

Standard in Canada

STANDARD BRANDS, New York, has set its fall schedules in Canada, using large CBC networks for *One Man's Family*, *Dr. Stidger Spotlight Parade*, and *The Big Show* (Canadian title for *Chase & Sanborn Hour*). In addition, French programs will be heard on five stations in Canada, *Dans Ma Tasse de The* for Tender Leaf tea, and *Rionsensemble* for Fleischmann's Yeast for Health. J. Walter Thompson Ltd., Montreal, placed the business, and in addition will use 30 CBC stations for *Kraft Music Hall*, and two programs for National Breweries Ltd., Montreal, maker of Black Horse ale. A quarter-hour English variety show will be heard on 5 Quebec stations five nights weekly, and five French stations will carry a half-hour weekly program. The account has also been sponsoring Canadian baseball games.

Call Letter Changes

ORIGINALLY assigned KTFL, the call letters of the new 250-watt daytime station on 1310 kc. in Tulsa have been changed by the FCC to KOME. The station is not yet on the air and no definite starting date has been announced by Harry Schwartz, president of the Tulsa Federation of Labor and business manager of its monthly *Unionist Journal*, to whom the FCC awarded a construction permit last June 28. The FCC has also announced the changing of the call letters of KGGC, San Francisco, to KSAN.

HAL NICHOLS, owner of KFOX, Long Beach, Cal., as a hobby collects old, out of print, sheet music. His library includes more than 10,000 popular song hits of the last 40 years.

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A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book — looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

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Big Program Arranged For New Plant at KNX

WITH government, civic and business leaders from all parts of Southern California attending, KNX, Hollywood, was to dedicate its new 50,000-watt transmitter at Columbia, Park, Torrance Cal. Sept. 16, at a banquet and entertainment in Torrance Civic Auditorium. With Donald W. Thornburgh, CBS Pacific Coast vice-president and Mayor William H. Tolson of Torrance as principal speakers, the ceremony was to be broadcast over the complete CBS Pacific Coast network. Approximately 800 were expected to attend the banquet. Bill Goodwin, CBS Hollywood announcer-producer, was to be master of ceremonies. Charles Vanda, CBS West Coast program director, arranged a special program for the occasion.

The transmitter plant, entirely RCA equipped, was erected by CBS at a cost of $350,000 under direction of James Middlebrooks, the network's engineer in charge of construction. Engineers in charge of the transmitter, have just completed a four-week study of the new equipment and declare signal intensity is higher than predicted.

New Texas Station

HAROLD C. SCOTT, for the last five years with KXBY (now KITE) in Kansas City, has been named manager of the new KSAM, Huntsville, Tex., authorized last May by the FCC to operate with 100 watts daytime on 1500 kc. Mr. Scott also formerly served with KGNC, Amarillo; KFYO, Lubbock; KOCA, Kilgore, and KGGM, Albuquerque. Chief engineer of the new station, which begins operating on or about Sept. 25, is B. A. Smith, formerly with Texas stations KGKB, Tyler, and KRBA, Lufkin. The new station will use a composite transmitter. It will be licensed to Sam Houston Broadcasting Co., of which H. G. Webster, local banker, is president. The other stockholders are C. N. Shaver, president of Sam Houston State Teachers College, and his son, a student at Columbia U.

PATENT No. 2,125,977, covering an invention designed to "transmit ultrahigh frequency waves over distances greater than the line of sight between the transmitter and receiver" and thus make possible the transmission of television beyond the horizon, has been issued by the U. S. Patent Office to Dr. Vladimir K. Zworykin, RCA's inventor of the Kinescope and Iconoscope.

GET RESULTS
IN THE
WORLD'S GREATEST
OIL PRODUCING AREA
WITH

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

Disputes FCC Authority

(*Continued from page 16*)

argued. "It both declares and enforces concerning what is proper and improper. The Communications Commission has no jurisdiction to regulate broadcast advertising. Its exercise is an unwarranted assumption of power."

Apropos its contention that the sale by a licensee of a station of periods of time during which the user of the time—not the licensee—controls the text and content of the broadcast is unobjectionable and in accord with the universal practice, the brief contended that this practice is approved by the Commission so long as the programs are meritorious. It was argued that it is an abuse of regulatory power to apply this and discriminatory standards to the programs cited in connection with the two stations.

To support this contention, the attorneys brought out that more than 200 stations are affiliated with NBC and CBS. These chain companies maintain contracts with their affiliated stations which are uniform for all stations on each network. It added that these contracts have been filed with the Commission and that it is thoroughly familiar with them.

Pointing out that during these network programs the network company supplies the program, talent, announcer and everything but the actual transmitting equipment, the brief stated that the network collects from the advertisers and remits only a part of that compensation to the station, retaining the balance. Terms of the network contracts, together with citations of such cases as the KMBC, Mae West, and KVOS cases, were made to support the contention that the Commission has no jurisdiction over block sale of time so long as the programs are meritorious.

The claim was made that the Commission erred in law by reserving the ruling on a motion of the appellants for dismissal of the WBBC application. The record, it was contended, showed that the Commission never acted on the "reserved ruling" on this motion.

Finally, it was contended that the opinion of the Commission ordering deletion of the two stations with three-fourths time to WBBC with WVFW, also of Brooklyn, to retain its one-fourth time, did not constitute a lawful basis for a valid order. It was pointed out that the new hearing "de novo" or back to the beginning, were held in March, 1937. At that time the Commission consisted of Messrs. Prall, chairman, Case, Sykes, Stewart, Walker, Brown and Payne. It was brought out that neither Commissioner Payne nor Commissioner Walker attended any of the hearings or had any connection with them and that at the most only five commissioners participated.

Commissioner Stewart's term expired on July 1, 1937, and Chairman Prall died three weeks later, July 23. When the commissioners commenced their meetings in the fall of 1937, it was held, there were only three commissioners who had any connection with the case—Sykes, Case and Brown. It was held that the decision was illegally adopted by referendum and not by consultation and a full and free discussion by the Commission sitting as a body.

Tums' Variety Show

JERRY COOPER, screen, stage and radio singer, will star on *Vocal Varieties*, originating at WLW, Cincinnati for NBC-Red, beginning Sept. 15, for Lewis-Howe Co., St. Louis (Tums). The variety program, directed by William Stoess, includes The Smoothies, the Davore Sisters, and the Eight Men, and is heard Tuesdays and Thursdays, 6:15 p. m. (EST) on NBC, with special outlet over WLW only at 10:15 p. m. This schedule will be in effect until Sept. 27, when the program will be broadcast 7:15-7:30 p. m.

WRITTEN specially for radio by Alfred Kreymborg, the noted poet, the poetic allegory, *The Planets*, was broadcast over NBC-Blue Sept. 12, a repeat of its June 6 performance. The work will soon be released in book form.

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$142,186,243.47 Market *
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BUY 'EM ALL, SUSIE, AND DECIDE LATER!

No, sir, there's no pinching of Red River Valley dollars when Susie wants a new fur coat—or when Si wants anything, either! Because listen!: WDAY's audience buys ONE-THIRD of all retail purchases made in North Dakota, South Dakota and Minnesota COMBINED [except the counties containing Minneapolis and St. Paul].

And that's not all. Station WDAY is the ONLY station that covers the entire Valley. Make us prove it, boys!

WDAY, INC.
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Affiliated with the Fargo Forum

FREE and PETERS INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Continental Spots

CONTINENTAL Baking Co., New York (Wonder bread), will use spot announcements on 8 or 10 stations to announce a one-cent price reduction. Agency is Benton & Bowles, New York.

Oyster Shell Renewing

OYSTER SHELL Products Co., New Rochelle, N. Y., will renew contracts with most of the stations now carrying its spot announcements. The list will total about 36, through Husband & Thomas, N. Y.

Dear Miss Dix:

HENRY DUPRE, special events director of WWL, New Orleans, during a recent man-on-the-street program singled out one John Barry, a bartender, for a few questions. After the interview, Mr. Dupre asked Barry if that was all he wanted to say. "No," responded Mr. Barry, "I want to ask Marie Vicknair up in Reserve, La. if she will marry me. I didn't have the nerve to ask her face to face!" WWL now declares that Miss Vicknair has promised to let them know her decision after she has had time to "think it over."

Bowen May Sell WIBX

NEGOTIATIONS looking toward sale of WIBX, Utica, N. Y., by Scott Howe Bowen, former station representative, to Emile Gough, former Hearst Radio vice-president, and Curt Willson, also formerly of Hearst, were declared to be in progress Sept. 10. While a preliminary contract is understood to have been reached, details remain to be worked out. WIBX operates on 1200 kc. with 250 watts local sunset and 100 watts night.

A COURSE in "Modern Radio Theory and Practice," starting Oct. 4 at 7:30 p. m. (EST), will be conducted over W1XAL, Boston shortwave station (6040 kc.) by C. D. Belcher, former Federal radio inspector at Boston. Technical in nature, the enrollees will be furnished blueprints to follow the lecturer and will submit questions.

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They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Texas station desires announcer with ticket. State experience, picture, salary, etc. Box A102, BROADCASTING.

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

Radio show producer, with outstanding merchandising radio programs, needs high caliber, time salesman to contact stations and advertisers. Give full details of past employment, age, experience, education. Confidential. Box A108, BROADCASTING.

Situations Wanted

Radio Operator: First class radio telephone license, R.C.A. graduate. Good references. Desires apprentice position in small station anywhere. Box A106, BROADCASTING.

Chief engineer desires change, six years experience, telephone, telegraph license, transradio operator. Experienced commentator. Box A103, BROADCASTING.

Operator, announcer, some experience, desires connection with progressive station. Salary secondary to opportunity. Voice recording. Box A104, BROADCASTING.

Radio Engineer and announcer, first class licensed employed in small station, desires change. Location not important. Box A109, BROADCASTING.

Young former announcer wishes return to announcing. Now writing, producing, acting on NBC. Go anywhere for opportunity. Recording on request. Box A95, BROADCASTING.

Capable RCA graduate holding second class radiotelegraph and first class radiotelephone license desires position. Inexperienced but acquainted with almost all phases of radio communications. Box A80, BROADCASTING.

YOUNG NEWSPAPER MAN, recently with *New York Times*, experienced continuity writer, excellent publicity man, licensed broadcast engineer, is eager for association with enterprising station. Box A99, BROADCASTING.

Available on short notice: Chief Engineer of many years experience charge of N.Y. metropolitan area regional station, also consulting work, etc. Desires position of responsibility with any progressive station in East. 31, married, children. Box A78, BROADCASTING.

As former owner of radio stations, with fourteen years of broadcasting experience, I am qualified to manage your radio station. A personal interview will convince you. Box A107, BROADCASTING.

Swap 8 years radio, newspaper experience for paycheck and security. Pay own fare anywhere, immediately. Formerly W L W continuity-production. Assistant Production Manager WMC. News editor, writer, sales, programming, announcer. Box A97, BROADCASTING.

Situations Wanted (Cont'd.)

Young man holding both phone and telegraph tickets will go anywhere to obtain operator's position. Box A105, BROADCASTING.

GROUP OF 7, including announcer, novelty musicians, former NBC songstress, dialectician and comedian, hill-billy type, desire spot with station of rural appeal where artist bureau can be organized. Photos, audition recordings available. Box A96, BROADCASTING.

Attention New Licensee

You can lose time and money if you don't fully understand the broadcasting business. We have an experienced crew, Manager-Salesman-Operator-Programmer. We can build your station, arrange the program schedule, and sell business to guarantee you a profit from the start. Address Box A91, BROADCASTING.

Chief engineer available as chief engineer or operator with progressive station. Ten years experience, five years as chief engineer three different stations. 5 kw. construction and directional antenna experience. College graduate, dependable, clean habits, excellent record and references. Personal interview desired. Box A101, BROADCASTING.

Versatile young man desires interesting combination position under capable station manager. Six years transmitter engineer 1 Kw. Radiotelephone First. Two years announcing. A.M. degree speech and English. Business college training. Employed summer engineer NBC 50 Kw. Available October 1. Box A94, BROADCASTING.

STATION MANAGER AVAILABLE

Ten years successful management experience, plus specialized training in program production and sales management. Just completed direction of national survey for $10,000,000 concern contemplating new coast to coast network. Personally studied operations of 214 stations, noted successful methods, also weaknesses. This knowledge available for building up successful station or regional network. Age 38, family. Have unusual business and political connections. Salary and percentage of profits. Box A100, BROADCASTING.

Wanted to Buy

Want More Profit From Our Station

We will either buy your station outright, lease it on a guaranteed income to you, or manage it on a percentage basis. Six years successful operation by Manager-Salesman, Operator-Programmer. We will guarantee your profits. Address Box A90, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Studio Notes

WABC, New York, has issued a new rate card, No. 12, effective Sept. 1. According to the accompanying letter signed by Arthur Hull Hayes the new rates are designed to conform with the discount system used on all other CBS owned and operated stations. The system allows a discount for three or six times per week in addition to a weekly dollar volume discount, as well as discounts for 26, 39 and 52 consecutive weeks. There is also a new low rate for time prior to 9 a. m.

PROBABLY the "commutingest" station in the country is WDRC, Hartford. General Manager Franklin Doolittle travels 35 miles to work each morning and the same distance home each night. William F. Malo, commercial manager, commutes from a distance of 40 miles, as does Italo A. Martino, chief engineer, and Mr. Doolittle's secretary, Miss Reichel. Russell Shailer, sales promotion manager, lives 43 miles from the station; Walter Haase, studio manager, is 42 miles out; Eric Williams, salesman, has a 23-mile trek to work and two stenos travel 12 miles each morning and night.

WRTD, Richmond, for the second consecutive year, has secured exclusive broadcasting privileges covering all events at the Virginia State Fair Sept. 26-Oct. 1 and will have its own broadcasting booth on the fair grounds.

A FIVE-YEAR renewal contract for Transradio Press Service has been signed by WIP, Philadelphia, which was one of the radio news service's first clients. Contract, which calls for the complete wire service and additional coverage of sports, women's features and local news, was signed Sept. 7 by Benedict Gimbel Jr. for WIP and by Herbert Moore for Transradio.

AL HARRISON, radio sales manager of United Press, has announced the sale of UP news service to KVCV, Redding, Cal.; WGAN, Portland, Me.; KLBM, La Grande, Ore., and the newly formed Texas State Network.

WJJD, Chicago, has started a Sunday afternoon series of commentaries on political developments in Europe called *European Roadways*, featuring Judge John Gutknecht of Chicago's Municipal Court.

WBBM, Chicago, on Sept. 7 announced plans for nightly overtime operation to give listeners last-minute news coverage of European crises, extending its schedule until 2:15 a. m., 45 minutes beyond its usual sign-off. After a survey by J. Oren Weaver, WBBM news editor, which revealed that major news stories from Europe break between 11 p. m. and 2 a. m., CDST, the new schedule was announced by J. L. Van Volkenburg, assistant CBS manager in Chicago. In the event late night reports indicate important news developments, WBBM will stay on the air all night. WBBM uses UP and INS news services.

DYNAMITE

IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

Squirrel Tragedy

NOTE of sadness entered Mary Ann LeMay's morning *Woman Commentator* feature on WISN, Milwaukee, recently as she described the antics of a bewildered grey squirrel perched atop an electric light pole about 15 feet from her studio window. The city humane society and hook and ladder apparatus tried to rescue the squirrel, with Miss LeMay watching and describing, but terrified at the traffic and hullabaloo, the creature jumped to the street and died under the wheels of a passing car.

OPEN HOUSE for prospective sports announcers was held recently by WHLB, Virginia, Minn., as five neophytes broadcast play-by-play, complete with between-inning chatter, an exhibition baseball game in Athletic Park.

WSIX, Nashville, started full time leased wire Transradio News Sept. 1, with George Barber doing the newscasting.

DEDICATION of the new WEVD building at 117 W. 46th St., New York, originally planned for late September, has been postponed until October pending the decision of the FCC regarding WEVD's application for the facilities and time of WFAB, which would give WEVD 36 additional hours of operation weekly.

KGGC, San Francisco, which recently changed its call letters to KSAN, has moved from its old quarters in the Olympic Hotel to its new studios and offices in the Furniture Mart. The station is now operating on a 24-hour schedule. KSAN was off the air approximately three days while the move was being made.

HOLLYWOOD radio trade is planning a weekly luncheon meeting similar to that staged by Association of Motion Picture Advertisers, New York. Industry problems will be discussed and there will be weekly out-of-town guest speakers. Private dining room at Radio Center Restaurant, Columbia Square, will be utilized.

TOM FIZDALE Inc., New York, has been assigned to handle publicity for Pet Milk Co.'s *Saturday Night Serenade* on CBS, thru Gardner Adv. Co.; *Tommy Riggs & Betty Lou* and *Girl Alone*, both sponsored by Quaker Oats Co. on the NBC-Red network, through Ruthrauff & Ryan; Pepsodent Co.'s *Bob Hope* on the Red, and *Her Honor, Nancy James*, on CBS for Kleenex. Both the latter were placed by Lord & Thomas.

(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

CBS has completed arrangements to continue into the fall and winter the weekly *Mercury Theater on the Air* hour, conducted by Orson Welles, according to W. B. Lewis, CBS vice-president in charge of broadcasts. Time of the program has been shifted from Mondays, 9-10 p. m., to Sundays, 8-9 p. m.

PAUL DORSEY, veteran newspaperman and color photographer for covers of *Time*, sailed Aug. 31 for the Sino-Japanese front to take pictures and do a series of broadcasts for NBC.

IN its daily morning *Feature Foods Hour*, WGN, Chicago, includes short civic and social discussions of important local problems. On Sept. 14, Perry Addleman, executive director of the Hospital Service Corp., explained the functions of that non-profit organization.

NBC-Chicago picnic will be held Sept. 20 at the Medinah Country Club, according to Niles Trammel, vice-president in charge of the Central Division. In charge of the roundup is Bud Smith, of NBC sales department, who says that 300 are expected to attend the celebration.

STRESSING safety both in the home and highway, the Santa Barbara (Cal.) Ambulance Service is sponsoring a nightly five-minute drama *Emergency Call*, on KTMS, Santa Barbara. With cooperation of the police department, actual case histories are utilized.

WQXR, New York, during the winter will broadcast monthly luncheons of the Foreign Policy Assn., at which timely international affairs are discussed by prominent authorities.

KGGM, Albuquerque, scheduled in April to become a CBS outlet early this fall, will join the network on Sept. 25. The station has a power of 1,000 watts on 1230 kc., and will be a member of the mountain group.

FINCH

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FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

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ALLIED

RECORDING EQUIPMENT

PERMANENT AND PORTABLE RECORDERS

Designed especially for radio stations and commercial recording studios. Engineered and manufactured with laboratory precision by men who understand recording problems.

"CLEEN CUT"
RECORDING BLANKS

Meet the Critical requirements of professional recording.
A GOOD BLANK IS THE FOUNDATION OF GOOD RECORDING.

PROMPT DELIVERIES

Our newly enlarged manufacturing facilities permit us to fill and ship all blank orders the same day of receipt of order.

Write for 8 page bulletin, "Fine Points in Recording".

ALLIED RECORDING PRODUCTS COMPANY

126-132 W. 46th St.
New York City

Cable Address: Allrecord

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—all these stations are C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most Powerful Station
and
CKX Brandon
completes the Manitoba radio coverage.

In
Saskatchewan

The people listen to—
CKCK Regina
. . . delivers 82.7% of Regina Audience
CHAB Moose Jaw
. . . delivers 72.6% of Moose Jaw Audience

In
Alberta

These three stations afford the only 100% coverage.
CJCA Edmonton
. . . delivers 70% of Edmonton Audience
CFAC Calgary
. . . delivers 65% of Calgary Audience
CJOC Lethbridge
. . . delivers 86% of Lethbridge Audience

In
British Columbia

For maximum coverage at minimum cost use
CKWX Vancouver
(not basic CBC)
CJAT Trail

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

1938 SURVEY FIGURES

Langendorf on 22

LANGENDORF UNITED BAKERIES, San Francisco, on Sept. 6 started *News Dramas* on 22 California and Washington Don Lee network stations. Series, heard Tuesday and Thursday, 6:15-6:30 p. m. (PST), features Franklin Bingman as narrator, with a dramatic cast. With inauguration of the new program, Langendorf reduced its five-a-week quarter-hour *Phanton Pilot* series on the same network to three weekly. It is now heard Monday, Wednesday and Friday, 6:15-6:30 p. m. Agency is Young & Rubicam, Hollywood.

Folger Revises List

FOLGER COFFEE Co., San Francisco (coffee), has revised the list of west coast stations set for its five weekly five-minute *Today's Best Buys*, which starts Sept. 15 for 13 weeks. Placing thru Raymond R. Morgan Co., Hollywood, list now includes KWG, KNX, KSFO, KGW, KHQ, KGB, KDYL, KIEM, KOY, KGHL, KQW, KFBK, KMJ, KMED, KFOX, KOH. A question and answer contest titled "Groceries," with 154 weekly prizes in the form of grocery orders, will be conducted during the campaign.

GEORGE McCALL, Hollywood commentator on CBS *Screenscoops*, sponsored by P. Lorillard Co. (Old Gold), has been signed by Universal Pictures Corp., to produce a weekly news feature titled *Hollywood Highlights*.

WDNC, Durham, N. C., on Sept. 13 was granted an increase in day power from 100 to 250 watts, the FCC reconsidering a previous action setting the application for hearing.

KATE
250 WATTS
1420 KC

Among other industries Albert Lea and Austin each boast a large packing plant, Hormel's at Austin and Wilson's at Albert Lea. That means all year employment for nearly 4,000 employees. It also means a ready and profitable livestock market for the farmers in the KATE listening area

ALBERT LEA
BROADCASTING
COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

Guard for Speaker

WITH hostile crowds gathering outside the studio after his address on WCSC, Charleston, S. C., condemning Mayor Maybank of Charleston, candidate for Governor in the Democratic runoff primaries, W. Bagot Searson Jr. was forced to ask police protection as he left the studio for his home in Meggett, S. C. Following the speech, Mr. Searson and his father discovered Maybank sympathizers gathered outside the Francis Marion Hotel, in which the WCSC studios are located. Amid shouted threats, the Messrs. Searson returned to the studios and asked to broadcast a request for help. Station officials, however, secured a police escort for the party.

Paul Wing Returns

CUMMER PRODUCTS Co., Bedford, O. (Energine), has started sponsorship of Paul Wing's *Spelling Bee*, replacing *Spy Secrets*, which started on July 31. The latter itself replaced *Radio Newsreel*. Paul Wing has been NBC's spelling master since January, 1937. The program is heard on the Red network on Sundays, 5:30-6 p. m., through Stack-Goble Adv. Agency, Chicago.

New Kleenex Serial

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex), on Oct. 3 starts *Her Honor, Nancy James*, on 40 CBS stations, Mon. through Fri., 12:15-12:30 p. m., EST, featuring Barbara Weeks in the story of a woman who undertakes to solve the social, civic and personal problems of a typical American town. No spot will be used to supplement the show, according to Holly Shively, time buyer of Lord & Thomas, Chicago agency in charge.

Monitor Order Extended

THE FCC Sept. 13 extended for six months from Sept. 15 the effective date of Rule 981 requiring all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. The extension was authorized because monitors meeting the requirements are not commercially available. Monitors do not have to be approved by the FCC but shall have an accuracy of at least one-half of the tolerance allowed for the class of station with which used.

WTCN
OWNED AND OPERATED
by
St. Paul Dispatch-
Pioneer Press
The Minneapolis Tribune

Revived by Recordings

WHN, New York, on Sept. 15 starts *Voices of Yesterday*, composed of dramatizations built around the recorded voices of celebrities of the past. The first is Williams Jennings Bryan, to be followed by P. T. Barnum, Theodore Roosevelt, Thomas A. Edison, Sarah Bernhardt and others. Robert Vincent of New York owns the large collection of recorded voices, which exist in the form of crude wax cylinders and old phonograph records. For the broadcasts, they are transferred to modern transcriptions.

Penner for Huskies

GENERAL FOODS Corp., New York (Huskies), on Sept. 29 starts *Joe Penner* on 72 CBS stations, Thursday, 7:30-8 p. m. (EST), with a West Coast rebroadcast, 5:30-6 p. m. (PST). The talent lineup last year under sponsorship of R. B. Davis Co. (Cocomalt), will be heard, including Roy Atwell, Gay Seabrook and Dick Ryan. Ben Pollack is to direct the orchestra. Hal Raynor will write Penner's specialty songs. Don Cope, Benton & Bowles, will produce, with Don Prindle, Max E. Hayes and Richard MacNight handling writing assignments.

Hospital Sponsor

ALTADENA HOSPITAL, Altadena, Cal., using radio for the first time, through Bogardus Adv. Service, Pasadena, Cal., has started a weekly quarter-hour transcribed dramatic serial *The Country Doctor*, on KFWB, Hollywood. Contract is for 39 weeks having started Sept. 4. This is said to be the first time in Southern California that radio has been utilized by a hospital to publicize its service. Sutter Hospital, San Francisco, is using thrice weekly spot announcements on KFRC, that city, for a similar purpose.

New Sterling Serial

STERLING PRODUCTS, Wheeling, W. Va. (Cal-Aspirin, Haley's M-O), will use an NBC-Red network for a serial, *Young Widder Brown*, featuring Florence Freeman, Alan Bunce and Bennett Kilpac. The program will be heard five mornings weekly, starting Sept. 26. It was previously tested on transcriptions under the title *Young Widder Jones*. Agency is Blackett - Sample - Hummert, New York.

EARNERS!
SPENDERS!

● Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

New WLS Transmitter

Above, the new Truscon 586 ft. Tower, now being erected. In circle, new transmitter house, just completed.

READY IN OCTOBER

● WLS will have in operation in October its new 50,000-watt R. C. A. high-fidelity transmitter and vertical radiator rising 586 feet in the air.

This installation will include all the latest improvements in radio broadcasting developed up to the present time. The giant vertical radiator has been erected on a site selected and tested for proper location and high soil conductivity by Jansky and Bailey to insure greatest possible coverage and freedom from fading. Special wide range, wire circuits will carry the programs from the high-fidelity studio equipment to the new transmitter insuring the most perfect reproduction of programs.

WLS, long known for its service, will give listeners in its present coverage area better reception, and will extend its coverage area in all directions.

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Detroit,
Los Angeles, San Francisco

WLS

THE PRAIRIE FARMER STATION
Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

WIBW Buys New Site For Transmitter Plant

WIBW, Topeka, recently purchased land on a 138-acre farm near Kiro, Kan., as a site for its new 5,000 watt transmitter plant, to be constructed at a cost of about $60,000, including a new 445-foot vertical antenna. A modernistic fireproof transmitter house with basement, will be built on the land, according to Ben Ludy, manager of WIBW.

Transmitter equipment will be Western Electric throughout. Plans for the structure are now being completed, and bids will be asked immediately. The farm site was selected after tests lasting several weeks.

CBK, new 50,000-watt CBC station, will be built between Watrous and Manitou Beach, about 50 miles southeast of Saskatoon, Sask., reports the CBC. RCA equipment will be used.

It's Your Job *Today*

to prepare for a better radio job tomorrow!

CREI training insures your future

Radio wants you—and needs you—for those important new jobs that new equipment and methods have created. But, you must have TRAINING FIRST. CREI courses in Practical Radio Engineering will give you the ability to qualify for a better job. Today's your chance to send for our important story—booklet sent FREE on request.

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-9 3224 16th St., N. W.
Washington, D. C.

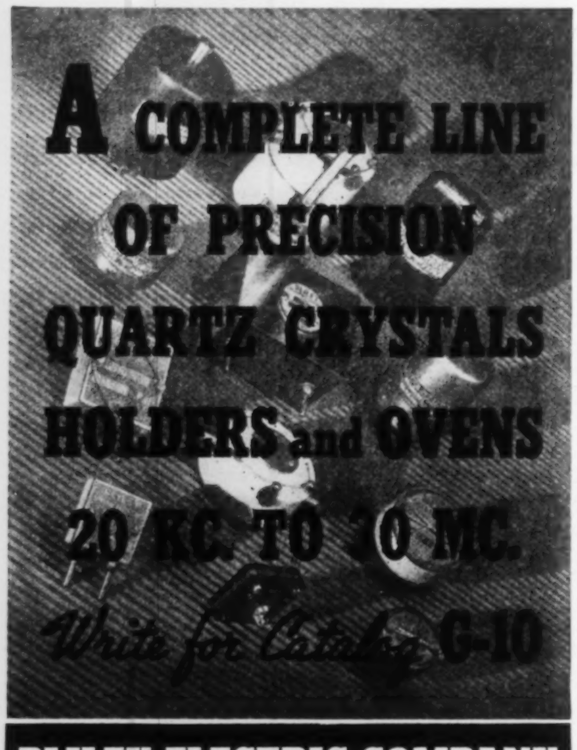
Stevenson Heads ERPI

T. KENNEDY STEVENSON, for 10 years controller of Western Electric, with which he has been associated for 24 years, on Sept. 1 was elected president of Electrical Research Products Inc., which is WE controlled. He succeeds Whitford Drake, who died Aug. 24. Mr. Stevenson was born in Chambersburg, Pa., in 1883 and was graduated from Princeton with Phi Beta Kappa honors as a civil engineer in 1905.

Pacific Facsimile

FACSIMILE broadcasting was given its Pacific Coast premiere Sept. 2 when the first public demonstration of apparatus used by the McClatchy Broadcasting Co. was displayed at the California State Fair. G. C. Hamilton, general manager of the McClatchy radio stations and newspapers, announced that within a short time KFBK, Sacramento, and KMJ, Fresno, will begin nightly broadcasting of a facsimile newspaper under experimental FCC licenses on their regular wave length. Mr. Hamilton calls the facsimile newspaper *The Radio Bee.* RCA equipment is being used. Fair visitors were given a pamphlet describing facsimile operation on a question-answer basis prepared by the McClatchy Co.

THREE junior attorneys in law offices specializing in radio passed the recent District of Columbia Bar examinations. They are Verne R. Young, former FCC minute clerk and for the last three years office manager of Loucks & Scharfeld; Maurice M. Jansky, law clerk in the offices of Horace L. Lohnes, and Joseph Pratt, brother of Elmer Pratt, Washington attorney.



BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Equipment

BLILEY ELECTRIC Co., Erie, Pa., has issued a new catalog covering precision quartz crystals and mountings for all frequencies from 20 kc. to 30 mc. A quick reference table gives information on the type of crystal, characteristics, and type of holder available for any frequency within the range in which quartz crystals are supplied. Copies of the catalog (G-10) can be procured from the company.

WSIX, Nashville, will house its mobile unit in a new white streamlined Dodge truck. The new unit will be ready for service about Oct. 1.

TO ACCOMMODATE the growing number of those interested in television, the Hollywood Television Society has moved its weekly public demonstration and meeting from 763 North Gower St. to Plummer Park, that city. New quarters at 7377 Santa Monica Blvd., accommodates more than 150 persons, according to George H. Seward, president. Executive offices of the Society remain at 763 North Gower St.

RCA Mfg. Co., Camden, N. J. has issued brochures on its 300-A radio frequency phase meter, 13-D volume indicator, and economy line speech input equipment.

JOHN BARRON, Washington consulting radio engineer, has designed the antenna and is handling bids for the new WFMJ, Youngstown, O., authorized last April by the FCC to operate with 100 watts daytime on 1420 kc. and to be licensed to William F. Maag Jr., publisher of the *Youngstown Vindicator.* A studio location is still being sought and work on the station will start shortly.

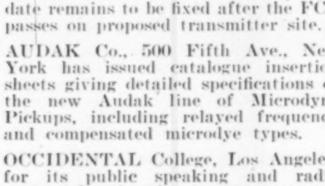
UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture and distribute a new full-frequency cutting head as part of standard equipment on all of its recording machines and also as a separate catalogue item. It can also be used on Universal recorders issued previously.

WESTERN ELECTRIC equipment has been ordered for the new WSTP, Salisbury, N. C., which the FCC recently authorized for construction with 100-250 watts on 1500 kc. Opening date remains to be fixed after the FCC passes on proposed transmitter site.

AUDAK Co., 500 Fifth Ave., New York has issued catalogue insertion sheets giving detailed specifications of the new Audak line of Microdyne Pickups, including relayed frequency and compensated microdye types.

OCCIDENTAL College, Los Angeles, for its public speaking and radio courses, has bought a master wax recording machine from Universal Microphone Co., Inglewood, Cal.

AMAZING QUALITY



The amazing studio quality of recordings made on the RADIOTONE PR-16 Portable has made RADIOTONE the outstanding success among Radio Stations, Studios and Schools. Write for complete information—today.

Radiotone, Inc.
620 N. Michigan Blvd., Chicago
7356 Melrose Ave., Hollywood, Cal.

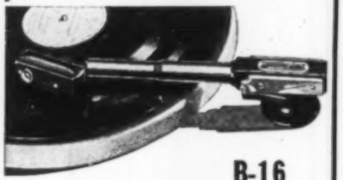
Finch Equipping Plane And Boat With Facsimile

FINCH Telecommunications Laboratories, New York, has acquired a boat and an airplane which are now being equipped with apparatus for two-way facsimile communications between these mobile units and the land for demonstrating the mobility of this form of radio. The ship, a 31-foot cruiser, which sleeps eight persons and has a cruising range of 18 knots, has been christened *Miss Facsimile.* It will be equipped with a 100-watt transmitter coupled to specially designed dipoles which will enable it to transmit and receive pictures between the ship and shore. Similarly the airplane is being fitted as a sky laboratory for pictorial communication between air and ground. Through its experiments with these mobile laboratories the company expects to demonstrate the value of its equipment for the transmission of maps and other pictorial information needed by the pilots.

Construction of the company's facsimile transmitter, W2XBF, in New York, is just about complete and as soon as negotiations for a site have been completed, the transmitter will be installed and experimental operations started. First broadcasts of the unity, which comprises the new Armstrong frequency modulation system, will probably occur about Oct. 1.

WPTF, Raleigh, N. C., has applied to the FCC to increase its power from 5,000 to 10,000 watts and to operate full time on 680 kc., a clear channel on which the dominant station now is KPO, San Francisco.

ASTATIC



B-16

PROFESSIONAL MODEL PICKUP

for Broadcast Station and Other Uses Where Quality Reproduction Is Demanded.

Tru-Tan Model B-16 adapts the Astatic exclusive Offset Head Design to the playing of records up to 16 inches in diameter—attaining a finer life-like reproduction and longer record service. Fool proof cueing-in. Free from arm resonance. Wide range frequency characteristics. Laboratory tested. Beautifully finished in modernistic black and chrome. Full year guarantee.

LIST PRICE $27.50

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-12 Youngstown, Ohio
Licensed under Brush Development Co. Patents

ASTATIC

HIRAM PERCY MAXIM Memorial Amateur Station W1AW, at Newington, Conn., was officially dedicated Sept. 2 by Dr. E. C. Woodruff, president of the American Radio Relay League, the "ham" organization founded by the late inventor. Here Dr. Woodruff is shown unveiling a tablet to Maxim's memory in the lobby of the station, which cost $18,000 and which has five transmitters and an antenna array designed for communicating with amateurs everywhere.

CLASS ALLOCATIONS AGAIN DISAPPROVED

ANOTHER declaration of policy by the FCC that it looks askance upon "class allocations" of broadcast facilities to particular groups or creeds, was made Sept. 6 in a decision denying the application of the Young People's Association for the Propagation of the Gospel for a new station in Philadelphia. The religious organization had requested a new 1,000-watt station to operate on 1220 kc. daytime.

Where the facilities of a station are devoted primarily to one purpose and the station "serves as a mouthpiece for a definite group or organization, it cannot be said to be serving the general public," the formal decision stated. "That being the case, if one group or organization is entitled to a station facility for the dissemination of its principles, then other associations of equal magnitude would be entitled to station licenses on the same grounds. Obviously, there are not a sufficient number of broadcasting channels to give every group a station license. The Commission has accordingly considered that the interests of the listening public are paramount to the interest of the individual applicant in determining whether public interest would best be served by granting an application."

This principle, the FCC stated, has been upheld by the courts in a number of cases, including the Chicago Federation of Labor case.

New Name for Quiz

COLGATE - Palmolive - Peet Co.'s weekly half-hour quiz program featuring Jim McWilliams will be titled *Colgate Ask-It-Basket*. The series, for Colgate dental cream, will start Oct. 5 on CBS, through Benton & Bowles, N. Y.

in the CONTROL ROOM

O. B. HANSON, NBC chief engineer, left New York Sept. 8 to spend three weeks at the Hollywood studios, now under construction.

FRANK RIDGEWAY has been named chief engineer of WTOL, Toledo, and George Enk has joined the engineering staff.

ED JACKER, chief engineer of WSBC, WGES and WCBD, Chicago, recently lost the tip of his index finger while repairing the water pump at the transmitter. The doctor has grafted the finger tip and claims it will grow in successfully.

ARTHUR BREARLEY, KEHE, Los Angeles, technician, has started a weekly quarter-hour amateur photographer's program, *In the Studio Darkroom*.

EDMUND FROST, RCA district engineer, was assigned to KDYL, Salt Lake City, in latter August to assist Chief Engineer John M. Baldwin in final tests of the station's new 5,000-watt transmitter.

LOUIS J. LINK, chief engineer of WSUN, St. Petersburg, Fla., has married Sylvia Dillman.

GEORGE LUCKEY, chief engineer of WLAW, Lawrence, Mass., during the last year, returned recently to WORL, Boston, where he was located before going to WLAW.

J. E. BRIDGES, control operator of WBAP, Fort Worth, is the father of a boy born on his birthday, July 18.

MEREDITH KOERNER, of WSBT-WFAM, South Bend, recently announced his marriage last February to Donna Goldsmith of Goshen, Ind.

AL GENGENBACH engineer of WCAU, Philadelphia, is the father of a girl, Fredica Joan, born Aug. 4.

JACK R. POPPELE, chief engineer of WOR, Newark, was to address the East Orange (N. J.) Rotary Club Sept. 14 on the operation of WOR and Mutual.

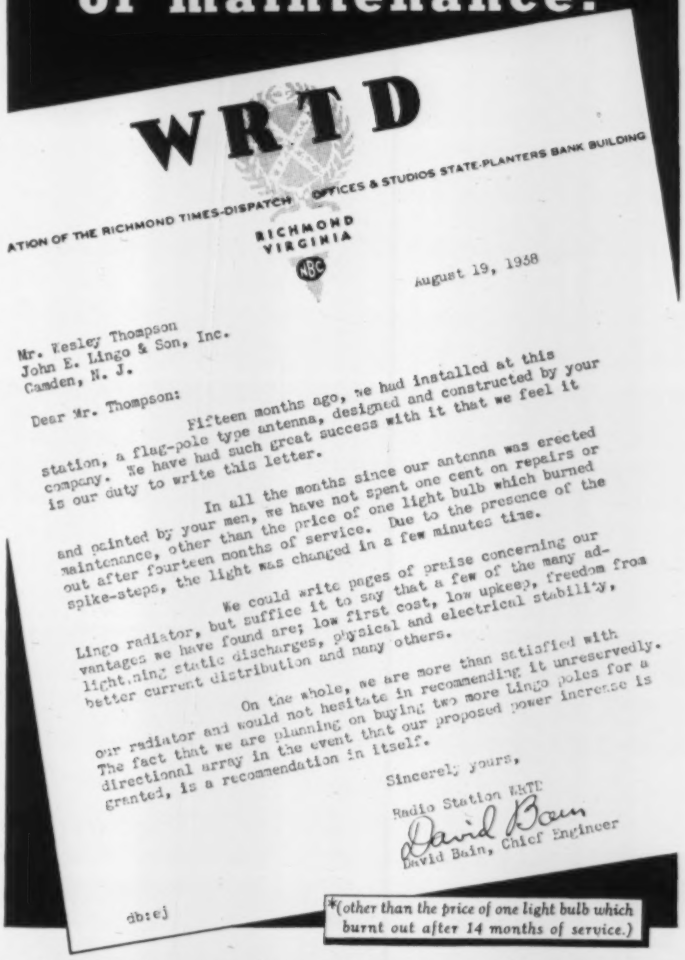
GENE RIDER, veteran WQAM, Miami, staff engineer, has completed an 80,000-word novel, which is being considered by New York publishers. Story deals with radio.

PAUL BRAKE, with a long record as engineer in air, ship and land radio, has joined WQAM, Miami, as control room and maintenance man.

Radio at Exhibition

RADIO was represented at the Press Day luncheon given by the directors of the Canadian National Exhibition at Toronto Sept. 2, with R. E. L. Moore of the New York office of Transradio Press and Peter Aylen, manager of CBL, Toronto at the speakers table. The following also attended: Roy Thomson, CFCH, North Bay, CJKL, Kirkland Lake, and CKGB, Timmins; George Taggart and Ruper Lucas, CBC executive staff; E. J. Rees, general European manager of Transradio Press; Frank Chamberlain, of the Toronto office of Transradio Press; Hector Charlesworth, former Canadian radio commissioner; James Montagnes, BROADCASTING. Transradio Press had an exhibit at the Exhibition from Aug. 26 to Sept. 10, with teletype receiving and transmitting equipment in constant operation, attracting much attention. Jack Thompson, of the CKCL, Toronto, announcing staff, broadcast newscasts daily from the exhibit, which brought big crowds. The exhibit was in charge of R. E. L. Moore and E. J. Rees.

"We have not spent *One Cent** on repairs or maintenance!"



WRTD

ATION OF THE RICHMOND TIMES-DISPATCH OFFICES & STUDIOS STATE-PLANTERS BANK BUILDING

RICHMOND
VIRGINIA

NBC

August 19, 1938

Mr. Wesley Thompson
John E. Lingo & Son, Inc.
Camden, N. J.

Dear Mr. Thompson:

Fifteen months ago, we had installed at this station, a flag-pole type antenna, designed and constructed by your company. We have had such great success with it that we feel it is our duty to write this letter.

In all the months since our antenna was erected and painted by your men, we have not spent one cent on repairs or maintenance, other than the price of one light bulb which burned out after fourteen months of service. Due to the presence of the spike-steps, the light was changed in a few minutes time.

We could write pages of praise concerning our Lingo radiator, but suffice it to say that a few of the many advantages we have found are; low first cost, low upkeep, freedom from lightning static discharges, physical and electrical stability, better current distribution and many others.

On the whole, we are more than satisfied with our radiator and would not hesitate in recommending it unreservedly. The fact that we are planning on buying two more Lingo poles for a directional array in the event that our proposed power increase is granted, is a recommendation in itself.

Sincerely yours,

Radio Station WRTD

David Bain

David Bain, Chief Engineer

db:ej

*(*other than the price of one light bulb which burnt out after 14 months of service.*)

FACTS - not just figures of speech!

Thank you, David Bain, Chief Engineer of WRTD for "backing us up" on facts that we have been repeating in these very columns for several months. We publish your letter because we honestly believe every alert engineer should read it . . . and then be glad to know MORE about this amazing, new-type Radiator that bases its records of high efficiency and low cost on FACTS . . . and not just figures of speech!

Write for detailed folder—"New Standards for Vertical Radiators". Sent FREE on request. Be sure to state location, frequency and power of station.

John E. Lingo & Son, Inc. *Dept.* 9 **Camden, N. J.**

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 31 TO SEPTEMBER 13, INCLUSIVE

Decisions . . .

AUGUST 31

NEW, C. Bruce McConnell, Indianapolis; WKBV, Richmond, Ind.—C. Bruce McConnell denied CP 1500 kc 100-250 w spec.; WKBV granted renewal.

NEW, Y. W. Scarborough and J. W. Orvin, Charleston, S. C.—Granted CP 1210 kc 100-250 w unl.

NEW, Young People's Assn. for Propagation of Gospel, Philadelphia—Denied CP 1220 kc 1 kw unl.

KMLB, Monroe, La.—Denied CP change 1200 kc 100-250 w unl. to 620 kc 500 w unl.

NEW, Leonard A. Versluis, Grand Rapids, Mich.—Denied CP 830 kc 500 w D.

KLUF, Galveston—Granted vol. assign. to KLUF Bcstg. Co.

SET FOR HEARING — KGGC, San Francisco, assign. license to Golden Gate Bcstg. Corp., vol. assign. CP; WBOW, Terre Haute, CP change 1310 to 1200 kc; WJBC, Bloomington, Ill., mod. license to unl.; WJBL, Decatur, Ill., CP change 1200 to 1310 kc, increase D to 250 w, change to unl.; WNAC, Boston, renewal license; NEW, Jules J. Rubens, Aurora, Ill., granted withdrawal applic. for rehearing etc.; KFPW, Fort Smith, Ark., reconsidered action and removed applic. renewal license from hearing docket and granted same; NEW, W. P. Stuart, Prescott, Ariz., denied rehearing applic. CP 1500 kc 100 w unl., dismissed demurrer by Southwest Bcstg. Co.; WNBX, Springfield, Vt., granted pet. remove applic. CP from hearing docket and grant same; KPQ, Wenatchee, Wash., denied rehearing and reconsid. applic. change freq., increase power; NEW, Church of Jesus Christ of Latter Day Saints, Salt Lake City, denied rehearing applic. shortwave station; NEW, Great Lakes Bcstg. Corp., Cleveland, denied rehearing applic. CP 1270 kc 1 kw 5 kw LS and dismissed WCLW opposition to petition; NEW, Louisville Bcstg. Co., Louisville, denied rehearing applic.; WISN, Milwaukee, denied leave to amend applic. directional antenna; WATR, Waterbury, Conn., retired to closed files CP granted 2-3-38 for auth. move trans.; WTBO, Cumberland, Md., denied dismissal without prej. applic. transfer control and dismissed applic. with prejudice.

SEPTEMBER 1

MISCELLANEOUS — KOCA, Kilgore, Tex., granted. auth. take depositions; KGA, Spokane, granted pet. accept respondents answer to WLAC appearance; NEW, Larry Rhine, San Francisco, granted pet. intervene KGGC applic.; KPAC, Port Arthur, Tex., granted auth. take depositions.

SEPTEMBER 2

MISCELLANEOUS — KWBG, Hutchinson, Kan., applic. transfer control, withdrawn without prejudice at request of applic.; WAAW, Omaha, applic. assign license withdrawn without prejudice at request of applic.; NEW, Springfield, Bcstg. Corp., Springfield, O., applic. 1310 kc 100 w unl. withdrawn without prejudice at request of applic.; KVI, Tacoma, granted acceptance answer as respondent in applic. Tacoma Bcstrs., Tacoma, for CP.

SEPTEMBER 3

MISCELLANEOUS—KGGC, San Francisco, granted motion take depositions renewal license etc.; KGBX, Springfield, Mo., dismissed without prejudice applic. 1230 kc 1 kw unl.; NEW, Midwest Bcstg. Corp., Provo, Utah, granted withdrawal without prejudice applic. CP 1210 kc 100 w unl.

SEPTEMBER 6

SET FOR HEARING—NEW, Olney Bcstg. Co., Olney, Ill., CP 1210 kc 100-250 w unl.; NEW, Nebraska Bcstg. Corp., Freemont, Neb., CP 1370 kc 100-250 w unl.; KRMC, Roberts-MacNab Co., Jamestown, N. D., CP move trans., change 1370 kc 100-250 w to 900 kc 500 w 1 kw D unl.

MISCELLANEOUS—KGO, San Francisco, denied rehearing applic. increase power, Craven voting "No"; WLAC, Nashville, WNAC-WAAB, Boston and WCOP, Boston, denied petitions rehearing re applic. WMEX change assignment, increase power, etc. (Sykes dissenting); KMPC, Beverly Hills, Cal., remanded to docket for further hearing applic. for renewal of license.

SEPTEMBER 7

WMFR, High Point, N. C. — Granted mod. license to unlimited.

NEW, Shirley D. Parker, Yakima, Wash. —Denied CP 1310 kc 100-250 w unl.

MISCELLANEOUS — WSFA, Montgomery, Ala., granted withdrawal applic. mod. license without prejudice; NEW, N. B. Egeland, Roland, Ia., granted plea take depositions re applic. Edward Breen, Allen R. Loomis II, Fort Dodge, Ia.; NEW, Orville W. Lyerla, Herrin, Ill., granted auth. take depositions; WMBC, Detroit, granted motion postpone hearing and take for depositions.

SEPTEMBER 8

NEW, Madison Bcstg. Co., Madison, Wis. —Denied CP 1450 kc 250 w unl.

KMAC, San Antonio — Granted license renewal and vol. assign. license to W. W. McAllister and Howard W. Davis.

KSO, Des Moines — Granted increase 500 w 2½ kw LS to 1 kw LS.

NEW, Southern Bcstg. Corp., New Orleans; WBNO, New Orleans — Southern Bcstg. Corp. denied as in default CP 1200 kc 100-250 w unl.; WBNO granted renewal license and CP change 1200 to 1420 kc, 100-250 w unl.

WFAB, New York—Granted auth. vol. assign license to WEVD.

NEW, Broadcasters Inc., Gastonia, N. C.; NEW, F. C. Todd, Gastonia—Broadcasters Inc. denied as in default CP 1420 kc 100-250 w unl.; F. C. Todd granted CP 1420 kc 100-250 w unl.

SEPTEMBER 9

NEW, Northwestern Bcstg. Co., Vernon, Tex.—Granted CP 1500 kc 100 w unl.

NEW, Carolina Adv. Corp., Columbia, S. C.; NEW, Columbia Radio Co., Columbia—Carolina Adv. Corp. granted CP 1370 kc 100-250 w unl.; Columbia Radio Co. denied CP 1200 kc 100 w unl.

NEW, Havens & Martin, Petersburg, Va.; NEW, Petersburg Newspaper Corp.; NEW, John Stewart Bryan, Petersburg—Petersburg Newspaper Corp. granted CP 1210 kc 100-250 w spec.; Havens & Martin denied as in default; John Stewart Bryan, denied.

MISCELLANEOUS — WQDM, St. Albans, Vt., granted auth. withdraw without prej. applic. increase time etc.; NEW, Skagit Bcstg. Assn., Bellingham, Wash., dismissed without prej. applic. new station; KOMA, Oklahoma City, dismissed without prej. applic. increase to 50 kw; NEW, Phil-Co Radio Service, Washington, D. C., denied as in default applic. experimental station; WDAE, Tampa, Fla., NEW, R. C. Atwood, Port Angeles, Wash., and NEW, Inland Bcstg. Co., Pasco, Wash., all granted requests oral argument; WCBA, Allentown, Pa., denied continuance hearing; WSAN, Allentown, same; KFRU, Columbia, Mo., denied motion consolidate argument KVOD and KFEL on applic. Mountain Top Trans Radio Corp. and F. W. Meyer.

SEPTEMBER 12

WELI, New Haven; Troy Bcstg. Co., Troy, N. Y.; NEW, Lawrence K. Miller, Pittsfield, Mass.—WELI granted mod. license to 930 kc 250-500 w unl. directional; Lawrence K. Miller denied CP 930 kc 250 w D; Troy Bcstg. Co. granted CP 950 kc 1 kw D.

WFBR, Baltimore—Granted continuance hearing on applic. Fredericksburg Bcstg. Corp., Va., new station.

SEPTEMBER 13

MISCELLANEOUS — WJBK, Detroit, granted petition intervene applic. MBS transmit programs to Canada; WFBR, Baltimore, granted motion continue hearing applic. satellite station; WFIL, Philadelphia, granted petition postponement hearing; licenses for CPs granted KNX, KVRS, WQAM, KONO, KGFW, KIT; KTUL, Tulsa, granted mod. CP re antenna, equip; WJMS, Ironwood, Mich., granted CP new equip; WIBM, Jackson, Mich., granted CP new antenna, move trans. and studio; WTAR, Norfolk, Va., granted CP change equip.; WHP, Harrisburg, granted CP apex frequencies; WFTC, Kinston, N. C., granted CP new radiator, move trans. and studio; WAAB, Boston, granted continuance hearing renewal applic.; NEW, Associated Arkansas Newspapers, and Radio Enterprises, Hot Springs, Ark., hearing continued indefinitely or until hearing on applic. Hot Springs C. of C. vol. assign. license; WHBI, Newark, renewal hearing postponed; WDRC, Hartford, Conn., dismissed without prej. applic. increase power.

WDNC, Durham, N. C.—Granted reconsideration and grant without hearing applic. move trans., new equip., radiator, increase D to 250 w.

WGBI, Scranton—Denied rehearing applic. increase power.

Applications . . .

AUGUST 31

WBRY, Waterbury, Conn.—Auth. transfer control to W. J. Pape & Co.

WMMN, Fairmont, W. Va. — Mod. CP increase power etc., for new antenna.

WKAT, Miami Beach, Fla.—License for CP increase power.

NEW, Publix Bamford Theatres, Asheville, N. C.—CP 1430 kc 500 w 1 kw unl., amended to 1 kw N & D.

KTEM, Temple, Tex.—Mod. license D to unl., 250 w D.

KCMC, Texarkana, Tex.—CP change 1420 kc 100-250 w to 1340 kc 500 w 1 kw D.

SEPTEMBER 2

WLAK, Lakeland, Fla.—License for CP increase power.

NEW, John F. Arrington Jr., Valdosta, Ga.—CP 1230 kc 250 w unl.

KOOS, Marshfield, Ore.—CP new trans.

SEPTEMEER 8

WSAI, Cincinnati—CP increase N to 5 kw, directional, move trans.

WHDF, Calumet, Mich.—Mod. license to unl.

WPTF, Raleigh, N. C.—CP new trans., increase 5 kw ltd to 10 kw unl.

WSGN, Birmingham—CP move trans., new trans., change 1310 kc 100-250 w unl. to 1290 kc 1 kw.

WMFJ, Daytona Beach, Fla.—License for CP new trans., antenna.

KGIW, Alamosa, Col.—Vol. assign. license to E. L. Allen.

KSAN, San Francisco—License for CP new antenna, move trans., studio.

FROM CONVENTION hall of the American Radio Relay League Sept. 3, NBC broadcast a shortwave pickup. Interviewing Dr. James M. B. Harde, KE1GE, of Cuernavaca, Mexico, is announcer Durward Kirby (holding mike), while from left to right are T. R. McElroy, world's champion radiotelegrapher (in shirt sleeves); W. E. Russ, NBC engineer (with pack transmitter); R. H. G. Mathews, of ARRL (taking notes); W. H. Cummings, NBC engineer (with tiny transmitter.)

National Meeting Held by Amateurs

Cairo Delegation Commended For Work on Ham's Behalf

MORE than 3,000 amateur radio enthusiasts attended the national convention of the American Radio Relay League at Chicago's Sherman Hotel, Sept. 3-5. Guest of honor was Richard E. Stoddart, engineer hero of the recent Hughes 'Round-the-World flight [BROADCASTING, Aug. 1], who spoke to the convention and was presented with six recordings of his flight taken off the air by W9JUG, known to all amateurs as the "Little Brown Jug."

The convention voted a resolution commending the U. S. delegation to last winter's International Telecommunications Conference at Cairo, Egypt, for the support it gave amateur representatives. Special tribute was also paid Robert Anderson of Harrisburg, Ill., winner of the CBS award for his heroic amateur radio work during the Ohio river flood last year.

Interest in Code Contest

Keen interest was shown by the amateurs in the telegraphic code receiving contest. John Huntoon, W9KJY, Glenn Ellen, Ill., retained his title of world's fastest amateur receiver by receiving 48 Continental Code words per minute, four words less than his speed of last year when he won the title. Judges of the contest were F. E. Handy, communications manager of ARRL; T. R. McElroy, world's champion radiotelegrapher, and H. E. Fulton, manager, RCA Communcations Inc.

Of special interest to the convention was a television demonstration given Sept. 3 by Marshall P. Wilder of the National Union Radio Corp., Newark tube concern. Using an English receiver with special tubes, Mr. Wilder explained the principles of television and told the amateurs that television sets could be built for $150.

Speakers at the convention included John L. Reinartz, RCA Mfg. Co., who discussed "The Harmonic Generator"; J. D. Kraus, Ann Arbor, Mich., speaking on "Directive Antennae"; K. B. Warner, managing secretary ARRL, "The Cairo Conference and Its Significance"; H. E. Hartig, Minnesota U, "Waves on Transmission Lines and Antenna."

Amateurs from all over the world attended the convention to meet for the first time many friends with whom they had talked short wave. From Cuernavaca, Mexico, came Dr. James M. B. Harde (KE1GE) and the delegate from Napian, New Zealand was John Shirely (ZL2LQ).

The convention hosts were members of the Chicago Area Radio Club Council whose chairman is G. L. Dosland, W9TSN. Founded in 1914 by the late Hiram Maxim, inventor of the Maxim silencer, the ARRL claims 28,000 members among the country's 45,000 licensed operators.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

COLGATE - PALMOLIVE - Peet Co., Jersey City, N. J. (dental cream), on Oct. 5 starts *Colgate Ask-it Basket* on 60 CBS stations, Wed., 7:30-8 p. m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 8 starts *Joe E. Brown* on 73 CBS stations, Sat., 7:30-8 p. m. (repeat 11-11:30 p. m.). Agency: Benton & Bowles, N. Y.

CROWELL PUB. Co., New York (Woman's Home Companion), on Sept. 16 starts for 52 weeks, Carolyn Pryce, commentator, on 13 California Don Lee network stations, Fri., 9:15-9:30 a. m. (PST). Agency: Geyer-Cornell & Newell, N. Y.

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum), on Aug. 29 starts for 20 weeks, participation in *Early Morning News*, on 13 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a .m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

HARTZ MOUNTAIN Products Co., New York (bird seed), on Aug. 30 started for 52 weeks, participation in *Feminine Fancies*, on 27 Pacific Coast Don Lee network stations, Tues., 3:05-3:15 p. m. (PST). Agency: George H. Hartman Co., Chicago.

KELLOGG Co., Battle Creek, Mich. (Pep cereal), on Sept. 12 started *Captain Tim Healy's Stamp Club* on 2 Mutual stations (WOR, WLW), Mon., Wed., Fri., 6:45-7 p. m. Agency: N. W. Ayer & Son, Philadelphia.

EX-LAX MFG. Co., Brooklyn (proprietary), on Sept. 12 starts 112 participations in *Yankee Network News*, 7 a week, on 17 Yankee stations. Agency: Joseph Katz Co., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 14 starts 133 participations in *Yankee Network News*, 7 a week, on 17 Yankee stations. Agency: Brown & Tarcher, N. Y.

FR. CHARLES E. COUGHLIN, Detroit (religious) on Nov. 6 starts program on 14 Colonial stations, Sun., 4-5 p. m. Agency: Aircasters Inc., Detroit.

FRANCISCAN FRIARS of the Atonement, Garrison, N. Y., on Sept. 11 starts program on 5 Colonial stations, Sun., 4-4:30 p. m. Agency: Donald Peterson, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 23 resumes *Uncle Ezra* on 32 NBC-Red stations, Sun., 5-5:30 p. m., and on 37 NBC-Red stations, Tues. and Fri., 10:45-11 p. m. Sponsor also on Oct. 1 renews *National Barn Dance* on 54 NBC-Blue stations, Sat., 9-10 p. m. Agency: Wade Adv. Agency, Chicago.

SWIFT & Co., Chicago (Sunbrite), on Sept. 30 starts *Sunbrite Smile Parade* on 25 NBC split stations, 8:30-9 a. m., repeat 11:30. Agency: Stack-Goble Adv. Agency, Chicago.

CHAS. GULDEN, New York (mustard), starts *Gulden Serenaders* quartette Oct. 5 on NBC-Blue, Wed. and Fri., 6:30-6:45 p. m. (EST). Agency: Chas. W. Hoyt Co., N. Y.

GROVE LABORATORIES, St. Louis (Bromo Quinine), on Oct. 8 starts *Fred Waring and Pennsylvanians* on 57 NBC-Red stations, Sat., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

NOXZEMA Chemical Co., New York, on Oct. 1 starts *Professor Quiz* on CBS, Sat., 8:30-9 p. m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS, New York (Fleischmann's Yeast for health), on Sept. 5 started *Dr. William Stidger* on 29 CBC stations, Mon. through Fri. Agency: J. Walter Thompson Co., Montreal.

ADAM HAT STORES, New York, on Oct. 5 resumes its prize fight broadcasts on 37 NBC-Blue stations, Friday evenings. Agency: Glickman Adv. Co., N. Y.

MAINE DEVELOPMENT Commission, Bangor, Me. (potatoes), on Oct. 11 starts for 26 weeks *Girls From Maine* on 17 Mutual stations, Tues., Thurs., 2:15-2:30 p. m. (repeat 2:45-3 p. m.). Agency: Brooke, Smith, French & Dorrance, N. Y.

STERLING PRODUCTS, Wheeling (Cal-Aspirin, Haley's M-O), on Sept. 26 starts *Young Widder Brown* on 22 NBC-Red stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Campbell tomato juice), on Sept. 26 starts Edwin C. Hill's *Human Side of the News* on an NBC-Red network, Mon., Wed., 7:15-7:30 p. m. Agency: L. Ward Wheelock, Philadelphia.

MENNEN Co., Newark (cosmetics), on Oct. 4 starts for 52 weeks *Through the Sport Glass* with Sam Hayes, commentator, on 7 CBS Pacific Coast stations, Tues., 9:30-9:45 p. m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

MILES LABORATORIES, Elkhart, Ind., on Oct. 18 starts *Uncle Ezra* from Seattle to the British Columbia and Prairie networks of the CBC, for Alka Seltzer, Tues., Fri., on CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge; CFJC, Kamloops; CKOV, Kelowna, and CJAT, Trail. Agency: Cockfield Brown & Co., Toronto.

LANGENDORF UNITED BAKERIES, San Francisco (bread & cake), on Sept. 6 started Langendorf's *News Drama*, on 22 Pacific Coast Don Lee network stations, Tues., Thurs., 6:15-6:30 p. m., and reduced its five weekly *Phanton Pilot*, dramatic serial, to three, Mon., Wed., Fri., 6:15-6:30 p. m. (PST). Agency: Young & Rubicam Inc. Hollywood.

Renewal Accounts

STANDARD BRANDS, New York (Tenderleaf Tea), on Oct. 5 renews *One Man's Family* on 30 CBC stations, Wed., 8-8:30 p. m. Agency: J. Walter Thompson Co., Montreal.

GENERAL FOODS Corp., New York (La France, Satina), on Oct. 3 renews *Mary Margaret McBride* on 40 CBS stations, Mon., Wed., Fri., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

CARDINET CANDY Co., Oakland (candy bars), on Sept. 27 renews *Night Editor* on 7 NBC-Pacific stations, Tues., 8:15-8:30 p. m. for 52 weeks. Agency: Tomaschke - Elliott, Oakland.

Standard Time

The autumn shift from daylight saving time to standard time will take place Sept. 25. As usual networks will adjust their schedules to the change, having been on daylight time for five months.

RIO GRANDE OIL Co., Los Angeles, on Sept. 15 renews for 52 weeks *Calling All Cars* on 3 CBS-Pacific stations, Thurs., 8:30-9 p. m., and on Sept. 22 will shift to Fri., 7:30-8 p. m. Agency is Hixson-O'Donnell, Los Angeles.

AMERICAN HOME PRODUCTS, New York (Anacin, Kolynos toothpaste), on Sept. 26 renews *Our Gal Sunday* on 30 CBS stations, Mon. through Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME Products Inc., New York (Edna Wallace Hopper cosmetics, Hill's nose drops), on Sept. 27 renews *Romance of Helen Trent* on 30 CBS stations, Mon. through Fri., 12:30-12:45 p. m. Agency: Blackett-Sample-Hummert, N. Y.

GOSPEL BROADCASTING ASSN., Los Angeles (religious), on Sept. 4 renewed for 52 weeks *Old Fashioned Revival* on 28 Pacific Coast-Don Lee network stations, Sunday, 6-7 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

QUAKER OATS Co., Chicago (puffed wheat & rice), on Sept. 26 renews for 39 weeks *Dick Tracy*, transcribed serial, on 4 Pacific Coast-Don Lee network stations (KHJ, KFRC, KOL, KALE), Mon. thru Fri., 5:30-5:45 p. m. (PST). Agency: Fletcher & Ellis, Chicago.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Aug. 31 renewed for 52 weeks *Lone Ranger* on 8 Southern California Don Lee stations, Mon., Wed., Fri., 7:30-8 p. m. (PST). Agency: Scholts Adv. Service, Los Angeles.

BAYUK CIGARS, Philadelphia (Phillies), on Sept. 13 renewed for 15 weeks *Inside of Sports*, on 4 California Don Lee network stations, (KHJ, KFRC, KGB, KPMC), Tues., Thurs., Sat., 7:15-7:30 p. m. (PST). Agency: Ivey & Ellington, Philadelphia.

RIO GRANDE OIL Co., Los Angeles (petroleum products), on Sept. 15 renewed for 52 weeks, *Calling All Cars*, on 3 California CBS network stations (KNX, KARM, KSFO), Thurs., 8:30-9 p. m. (PST), starting Sept. 29, Fri. 7:30-8 p. m. Agency: Hixson-O'Donnell Adv., Los Angeles.

LAMONT CORLISS & Co., New York (Pond creams and powders), on Oct. 3 renews for 52 weeks *Those We Love* on 33 NBC-Blue stations, Mon., 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

JERGENS - WOODBURY Sales Corp., New York, on Oct. 2 renews *Hollywood Playhouse*, for Woodbury soap and cosmetics, and *Jergens Journal*, for lotion, on 64 NBC-Blue stations, Sun., 9-9:45 p. m. (repeat 10:30-11:15). Agency: Lennen & Mitchell, N. Y.

GENERAL MILLS Inc., San Francisco (Wheaties), on Sept. 26 renews for 26 weeks, *Jack Armstrong*, transcribed dramatic serial, on 13 California Don Lee network stations, Mon. thru Fri., 6-6:15 p. m. (PST). Agency is Westco Adv. Agency, San Francisco.

Network Changes

LAMBERT PHARMACAL Co., New York (Listerine), on Sept. 30 moves *Grand Central Station* from Tues., 9-9:30 p. m. to Fri., 10-10:30 p. m. and adds 25 CBS stations, bringing total to 50. Agency: Lambert & Feasley, N. Y.

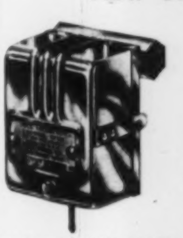
F. W. FITCH Co., Des Moines (shampoo), which on Sept. 4 started *Fitch Bandwagon* on NBC-Red, added 11 stations to those originally scheduled making a total of 52 stations, Sun., 7:30-8 p. m. Agency: L. W. Ramsey Co., Davenport.

BROWN & WILLIAMSON Tobacco Co., Louisville, Ky. (Bugler tobacco), on Aug. 27 added WOR for *Plantation Party*, previously on 2 Mutual stations (WGN WLW), Sat., 10:30-11 p. m. Agency: Russell M. Seeds, Chicago.

AGENCY for *Lux Radio Theater*, on CBS and CBC, is J. Walter Thompson Co., New York, instead of the agency erroneously named in BROADCASTING, Sept. 1.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

NEW UNIVERSAL FULL FREQUENCY
CUTTING HEAD



U. S. Patent No. 2005154

The PERFECT electrically, magnetically and mechanically balanced cutting head. Produces clear crisp recordings—brilliant highs and full bass. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for uninterrupted service every day for years. Records freq. 30 to 10,000 cycles and over. Impedance 15 ohms. Requires + 14 db. input level, 2 or 3 watts. Climatically sealed. For replacement or new installations.

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U. S. A.
EXPORT AGENTS FRAZAR & CO. 7 FRONT ST. SAN FRANCISCO

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

Snagging Votes—Knoxville Nuggets—Yank Chef—Story of a Station—Salary Levels

KNX, Hollywood, to exploit its new transmitter at Torrance, Cal., has released a large four-page, two-color, highly illustrated brochure, titled *Hitting a New High*. Copy relates merits of the new equipment and states that "KNX is now the only 50,000-watt station in America with entirely new broadcasting and transmission facilities". Pictures of the KNX studio building at Columbia Square, Hollywood, and transmitter house at Columbia Park, Torrance, as well as of new equipment, are included in the four-page promotion piece.

* * *

How to Get Candidates

AN ILLUSTRATED promotion sales letter, titled *How to Win Friends and Influence Voters in Six Easy Cartoons*, has been mailed to California candidates for public office by KGER, Long Beach, Cal. A definite comparison between the various media used to reach the public is made. Copy stresses the value of voice personality and radio's personal touch. Station rates are quoted. Letter is accompanied by statistics showing how KGER reaches three different markets for the price of one.

* * *

KFI Pushes a Program

KFI, Los Angeles, as part of its promotion campaign, is mailing a series of attractive two-color illustrated broadsides to 1500 agency executives and prospective sponsors on the West Coast. Custom built features of the station, ready for sponsorship, are being stressed. Slogan used is The Best Buy Is KFI. First broadside released calls attention to *Broadway Memories* program on that station.

* * *

Fancy Fire

SHOWING commendable brass, Arthur B. Church, president of KMBC, Kansas City, recently sent cellophane-wrapped book matches, carrying a late-summer KMBC message, to advertising executives over the country and requested that they pass the petite lucifers, particularly suitable for women's handbags or bridge tables, on to their wives.

* * *

Program Pusher

WORKING on the slogan, "Whether it's network or local, the programs of WCCO are always network caliber", a promotional brochure, *No Slack in the Line*, recently published by WCCO, Minneapolis-St. Paul, pictures the station's production facilities and personnel and lists local programs which have gained national attention.

* * *

Safety Work Reward

AUTOMOBILE Safety League of America has awarded WDRC, Hartford, Conn., the Certificate of Merit for its cooperation in promoting safety information during National Automotive Week. WDRC currently sponsors its own campaign, carrying highway and water travel safety announcements daily.

Food for Guesses

THE *Kelso Market Basket*, sponsored by Kelso, Wash. merchants over KWLK, Longview-Kelso, Wash., bids for the housewives' attention each morning by presenting a mysterious announcer from one of the sponsor's stores. A market basket is offered to the housewife who first guesses the identity of the announcer. The guessing is done over the telephone and the conductor of the program answers the phone over the air, thus keeping housewives informed of the progress of the guessing.

* * *

WNOX's Column

PAID ADVERTISING is *Ten-Ten Topics* of WNOX, Knoxville, daily radio chatter column running in the *Knoxville News-Sentinel*. The column calls attention to WNOX programs, both local and network, and although no advertisers' names are mentioned, all commercial programs are included for comment from time to time. For filler material, WNOX offers a weekly prize of $1 for the best "Initial Idiocies", descriptive phrases formed from the initials of station personnel.

* * *

Markets Galore

THIRTY-TWO color pages, yellow, orange and blue, of the market data brochure, *More Than Tacoma —More Than Seattle*, issued by KVI, Tacoma, give statistical data on KVI's two "great" markets—Seattle and Tacoma—its eight "plus" markets and four "extra" listener areas, along with station, personnel and program illustrations.

* * *

Colonial Radiogram

COLONIAL NETWORK is mailing to grocers in its area a weekly "Colonial Network Radiogram" in a merchandising tie-up with the Prince Macaroni Co.'s *Laugh Parade*, heard two evenings weekly. Grocers are urged to participate in the program's silverware campaign, which is exploited through the stores.

* * *

WHO At Iowa State Fair

THIRTY THOUSAND copies of *Speaking of Radio*, two-color illustrated folder of station personalities and programs were distributed to fairgoers by WHO, Des Moines, from its Crystal Studio on the fairgrounds during the Iowa State Fair.

* * *

Kitchen Capers

TO PROMOTE *Gretchen's Kitchen*, home economics program conducted by Gretchen McMullen, Yankee Network has issued an 8-page two-color brochure stressing price coverage and the merchandising tieup as part of the program.

* * *

Rate Contrasts

NEW promotional piece from KGVO, Missoula, Mont., directed to agencies and time buyers, contrasts costs and circulation of KGVO's advertising with space rates in newspapers of the territory, using ABC figures.

WGAR Plugs Drugs

PUSHING *Nationally Advertised Drugs Week* in northern Ohio Sept. 1-10, WGAR, Cleveland, carried special broadcasts and placed 276 pledge cards with independent druggists and managers and executives of Marshall Drug Stores, Standard Stores, Weinberger's and officials of the Northeastern Ohio Druggists Assn. Among drug leaders heard on WGAR programs were Robert Gwyer, advertising manager of Standard Drug Stores; C. W. Evans, secretary of the Weinberger chain; Dorothy Messing, advertising manager of Marshall Drug Stores; and C. S. Stonebraker, president of the Northeastern Ohio Druggists Assn., who was featured on a musical salute to the *Week* which was piped to the ballroom of Hotel Statler where several hundred members of the association were gathered. WGAR also used spot announcements to plug the plan and erected a drug promotion display in the studio lobby.

* * *

Italian Courtesy

ARRANGEMENTS have been completed by which Gene Dyer's Chicago stations WCBD, WGES and WSBC will announce twice daily that WOV, WBIL, New York, and WPEN, Philadelphia, cover the Italian market in those cities. The eastern stations will make the same announcement for the Dyer stations. This idea may be expanded to other Italian markets.

* * *

Bowls For P & G Wrappers

PROCTER & GAMBLE Co., Cincinnati, is making an offer of two pliofilm bowl covers for three P & G soap wrappers and ten cents in coin. The offer is announced on *The Guiding Light*, broadcast five days weekly on the NBC-Red network, through Compton Adv. New York.

* * *

The Hits of WHN

WHN, New York, is using carcards in the subways and in Parmelee taxis to promote its slogan, "WHN has the hit shows!" Network programs to be carried by the station this winter, *Good News of 1939, Robert Benchley*, and *Kay Kyser's Musical Klass*, will be mentioned.

* * *

KSFO's Education

ON THE first of each month KSFO, San Francisco, compiles a list of its educational programs for the following 30 days and mails copies to libraries, boards of education and individuals requesting the service.

* * *

WLW's Story

WLW, Cincinnati, has issued a 16-page 11x14 inch two-color brochure, *These Things, Too, We Think Are Part of the Story of WLW*, reviewing the technique, facilities, personalities and program coverage of the station.

* * *

Birmingham Salaries

WAPI, CBS outlet in Birmingham, Ala., has mailed a promotion letter showing that among various groups salaries are higher in that city than in New York.

* * *

Fact Manual

WIBW, Topeka, recently published *1938 Kansas Radio Facts*, a ringbound 30-page color brochure outlining station coverage, programs and personnel.

Cadets at Fair

JIMMIE ALLEN air cadets, sponsored in Canada by the British-American Oil Co. on a Canada-wide spot list, had a chance to try out its lessons on a training plane equipped with instruments at the Canadian National Exhibition, Toronto. The training plane remained on the ground and the youthful pilots at the British American Oil Co. special *Jimmie Allen* training base, climbed into the cockpit to manipulate the controls at the rate of 1,000 a day for the two weeks of the fair. In Windsor, CKLW sponsored the *Jimmie Allen* air races, attended by more than 8,000 young air cadets who listen in regularly to the program over the station. Grow & Pitcher Broadcasting Agencies, Toronto, placed the series.

* * *

Swing's Dividends

SWING in advertising pays dividends, according to the unique success of the *Musical Clock* swing show, produced for the past year and a half, over KEHE, Los Angeles, under the direction of the Stodel Adv. Co. National recognition of this fact was given in the Aug. 30 issue of *Look*, picture magazine, which featured three full pages of photos taken at the midsummer *Musical Clock Swingaree* and *Dancing Party*, broadcast from six to eight a. m., on June 17, from the Balboa Rendez Vous Ballroom, beach resort.

* * *

Words Everyday

WGN, Chicago, has issued a 24-page booklet called *Everyday Words* compiled from a five-minute sustaining program of the same name broadcast each morning by Helen Hardin and Announcer Lewis LaMar. The book contains an original program script and correct pronunciations of words commonly used in everyday speech.

* * *

A Boost for KTUL

PUSHING its recent power boost to 5,000 watts, KTUL, Tulsa, has issued a ringbound brochure carrying color maps of its day and night coverage, listener and advertising statistics and lists of its sponsored programs. KTUL is also issuing a monthly house organ, *That Air Business*, to push its wares.

* * *

WSAI's Signboard

WSAI, Cincinnati has completed a big electric signboard at a downtown intersection which it will use to promote one commercial program each week.

PRODUCTS of advertising clients of WOOD-WASH, Grand Rapids, Mich., are displayed in this specially constructed cabinet in the lobby of the studio reception room. Lighting of the cabinet is arranged to illuminate the lobby and elevator entrance to the studios, day and night, greeting each visitor to the station.

CUT PRODUCTION AS MUCH AS ONE HALF

"True Detective" WLW origination for Mutual Network every Tuesday at 10:00 p. m. E.D.S.T. by Lambert & Feasley for Listerine.

Example of WLW-produced dramatic show.

Save production costs with WLW staff talent on script shows and shows needing no Hollywood and Broadway big names. Fresh, new voices, tomorrow's stars — the greatest independent source of talent in America.

STAFF DRAMATIC AND SPOT TALENT CAST OF 50 PEOPLE. FITS ANY SCRIPT. SPECIAL TALENT TO INDIVIDUALIZE YOUR SHOW EASILY AND ECONOMICALLY ADDED. 53 MUSICIANS. NATIONALLY KNOWN CONDUCTORS, ARRANGERS, DIRECTORS.

Let us show you how *economically* YOUR show can be produced in Cincinnati.

ADD MORE STATIONS WITH MONEY SAVED

WLW now originating many network hits! Some agencies now obtaining maximum audience for network appropriations by economical production without sacrificing big time showmanship, such as: H. W. Kastor & Sons Advertising Co., Inc., Russell M. Seeds Co., Inc., Henri, Hurst & McDonald, Inc., Lambert & Feasley, Inc.

Send Script for FREE AUDITION

You be the judge. We cast your script—produce your show—audition—furnish you with FREE recording. Listen—study cost—then decide.

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